

JUNE . . . CONVENTION REPORT NUMBER . . . 1931

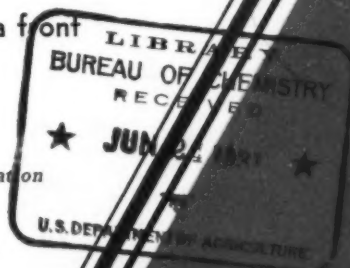
" . . . we do our best work when we are in a satisfied frame of mind. What this country needs is more cheer; and as purveyors of cheer confectioners right now are entitled to a front seat in the sun."

*E. B. Hutchins,
Past President, National Confectioners' Association*

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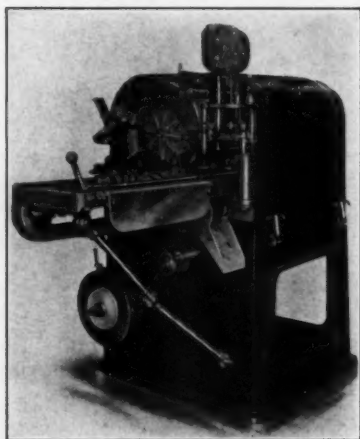
U.S. Department of Agriculture



The **MANUFACTURING CONFECTIONER**



HARD CANDY WRAPPING PROBLEMS



Unique Features
Machinery
for
Double
and
Single Fan Tail

Compact, Tight and Beautiful Wrapping

with

PAPER OR CELLOPHANE

"ACMA"

MARIO TANZI & BROS., INC.

Automatic Wrapping and Filling Machinery

348 Commercial Street

Boston, Mass., U. S. A.



The MANUFACTURING CONFECTIONER

Vol. XI

JUNE, 1931

No. 6

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ESSENTIAL OILS and Kindred Products

IT WILL PROVE TO YOUR ADVANTAGE
to use the new Concentrated

"D & O"

"NECTAROME" and "NECTARSYNTH" FLAVORS

"Nectarome" Flavors —based upon true fruit extractions, producing the rich characteristic aroma of the fruit. Especially adapted for soft candies, icings, cream centers, fountain syrups and ice creams.

APRICOT	PEACH
CHERRY	PINEAPPLE
CURRENT	RASPBERRY
GRAPE, CONCORD	STRAWBERRY
LOGANBERRY	COFFEE

"Nectarsynth" Flavors —a modern type of powerful imitation flavors representing as closely as possible the respective fruits, particularly adapted for hard candy but useful in other confections wherever strength of flavor is essential.

APPLE	BLACK CURRANT	PINEAPPLE
APRICOT	GOOSEBERRY	PISTACHIO
BANANA	GRAPE, CONCORD	PLUM
BLACKBERRY	LOGANBERRY	QUINCE
CHERRY	NECTAR	RAISIN
WILD CHERRY	PEACH	RASPBERRY
RED CURRANT	PEAR	STRAWBERRY

It will pay you to investigate.

DODGE AND OLCOTT COMPANY

180 Varick Street New York City

Consult Us for Any Desired Information

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The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

and Miscellaneous Advertising Directed to Manufacturing Confectioners

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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Gold Anchor Brand



LEMON and ORANGE OILS

THERE is a marked difference in the quality of Italian oils of Lemon and Orange emanating from various sources in Italy.

Realizing this, it is with pardonable pride that we offer our GOLD ANCHOR brand citrus oils as the ultimate in quality. They are produced for us by S & G De Pasquale of Messina, Italy, whose reputation as producers of the finest hand-pressed oils is world wide. Only rigid adherence to the superior hand-pressed method of production and the selection of the best of the Italian fruit crop, afford them this rank.

We unqualifiably guarantee that the unsurpassed strength, unvarying uniformity and freedom from rancidity of the GOLD ANCHOR oils will more than repay the consumer for the slight premium in the initial cost.

New crop prices for Italian citrus oils are quoted slightly higher than those which have prevailed for the past few weeks. In spite of these higher quotations from Italy, substantial advances are unlikely, but today's prices represent the most favorable levels witnessed in many years. We recommend purchasing at this time, and will be very pleased to submit samples and quote prices on specific quantities.



UNGERER & COMPANY

NEW YORK

Philadelphia . . . Boston . . . Atlanta . . . Toronto . . . Chicago . . . St. Louis . . . San Francisco



First Choice

We have recently placed on the market a complete NEW LINE OF MILK CHOCOLATE COATINGS manufactured from fresh milk, which is processed in our new milk plant situated in the heart of the best dairy district in the Middle West.

OF COURSE, there's a reason—and a good one—why more and more manufacturers of quality confections are making Warfield's Chocolate Coatings, Liquors and Cocoas their first choice. It's the superlative excellence of the Warfield line.



In the brief span of twelve years the name Warfield has won the confidence and respect of the industry. You'll like the Warfield standard of value, too. A trial order will add your name to the growing list of manufacturers with whom Warfield is first choice.

WARFIELD

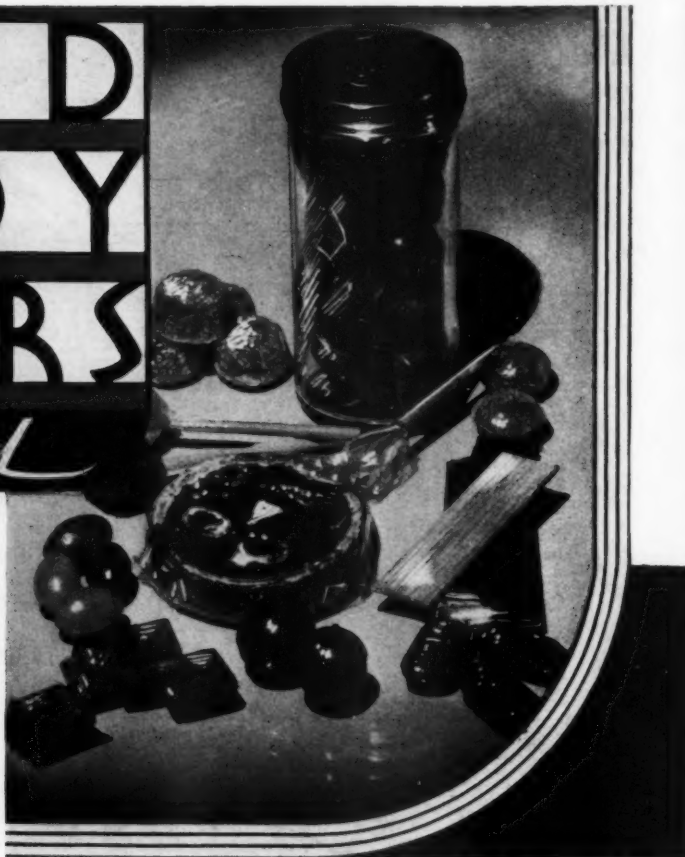
CHOCOLATE COMPANY

536-554 West 22nd Street

CHICAGO

HARD CANDY FLAVORS

Improved



Fruit Type

Apple
Apricot
Banana
Blackberry
Cherry with Pit Effect
Cherry without Pit Effect
Cherry, Wild
Cranberry
Currant, Black
Currant, Red
Gooseberry
Grape
Loganberry
Peach
Pear
Pineapple
Plum
Quince
Raspberry
Strawberry
(Fresh Fruit Effect)
Strawberry
(Preserved Fruit Effect)
Tutti Frutti

Floral Type

Am. Beauty Rose
Carnation
Crab Apple Blossom
Heliotrope
Honeysuckle
Hyacinth
Jasmine
Jockey Club
Lilac
Lily
Lyriana
Musk, Rose, Violet
Wistaria
Orange Flowers
Sweet Clover
Sweet Pea
Turkish Lilies

Special Types

Birch Beer
Honey
Root Beer
Rum
Sherbet
Vanilla and Tonka Imitation

...THE MODERN WAY TO FLAVOR CANDIES

For candies that are difficult to flavor . . . for Starch Gums, Hard Jelly Gums, Stick Candy, Toffees, Chewing Gum, Lollipops, and all kinds of hard boiled candies which require strong, rugged flavors to withstand the most severe conditions of high temperature or prolonged drying . . . use FRITZBRO HARD CANDY FLAVORS *Improved*, flavors which impart to the finished product an incomparable true-to-nature effect.

Highly concentrated and free from alcohol or water, these combine economy, great strength and tremendous lasting power with a remarkable fidelity to nature's true flavors.

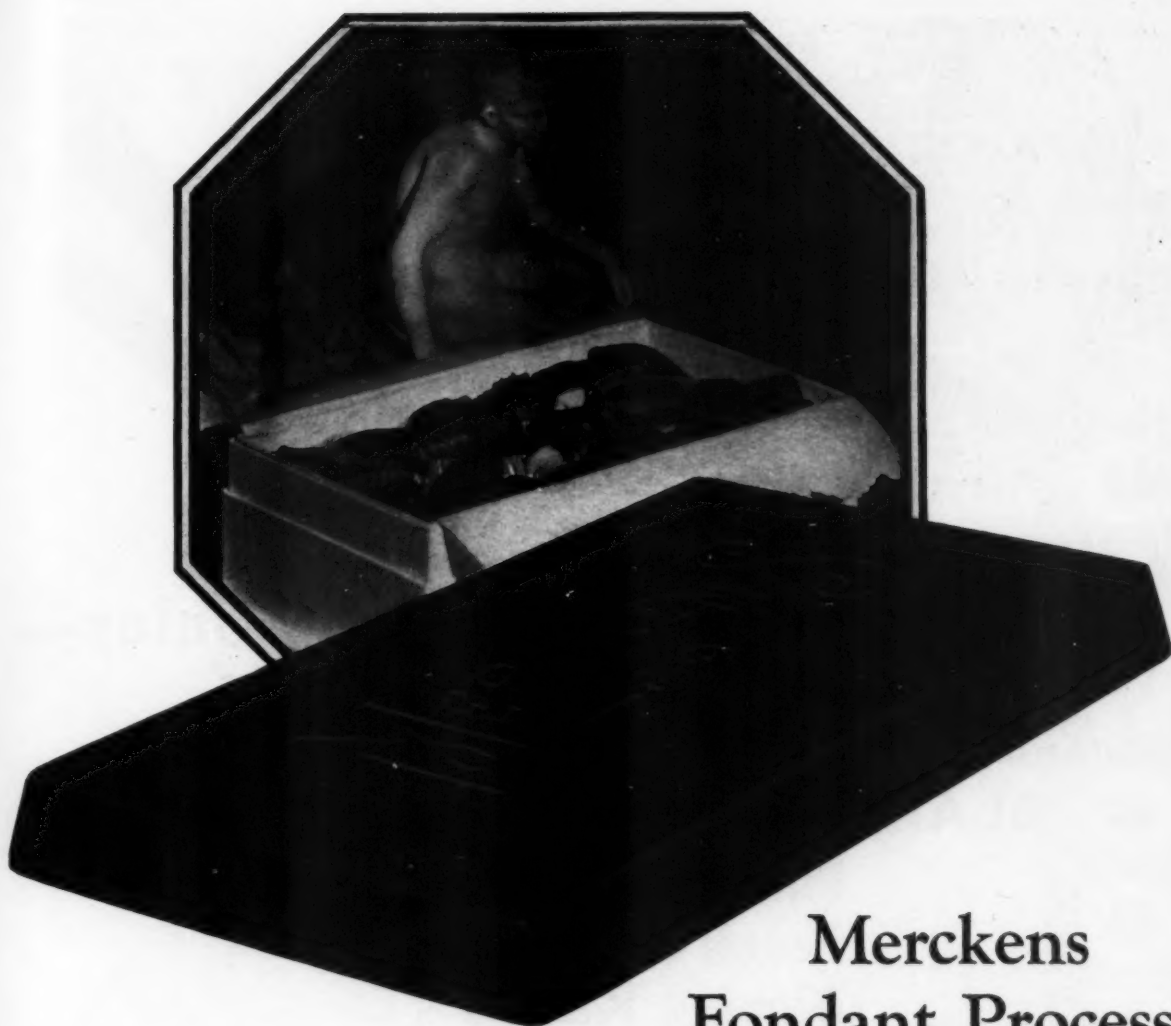
Over fifty flavors in this group to choose from. Simply indicate your selections from the list. *Samples and full details available.*

FRITZSCHE BROTHERS, INC.

NEW YORK
78-84 BEEKMAN ST.

TORONTO
Fritzsche Bros. of Canada, Ltd.
77-79 Jarvis St.

CHICAGO
118 WEST OHIO ST.



Merckens Fondant Process

The Proper Warm Weather Coating—

There is a two-fold reason why you should coat with Merckens Fondant Process Coating right now—

FIRST—Merckens Fondant Process Coating sets quicker and does not soften as easily as ordinary coatings do in warm weather. This insures the fine appearance and lasting qualities of your chocolates.

SECOND—There is a delicacy of flavor that the Merckens Fondant Process brings out of cocoa—adding to the taste appeal of your candies.

Merckens Fondant Process Coating is manufactured according to a New process—and is true to Merckens Quality. Need we say more?

*Let us submit samples
without cost or obligation*

Branches
BOSTON
131 State St.
NEW YORK
25 W. Broadway
LOS ANGELES
412 W. Sixth St.
CHICAGO
Handler & Merckens, Inc.
180 West Washington St.

MERCKENS CHOCOLATE CO., Inc.
BUFFALO, N. Y.



**If you want action in
increasing your Candy Sales—
Put out an ALL FRUIT BOX**

Containing

BLANKE-BAER DIPPING FRUITS

Pineapple Cubes

Peach Cubes

Dipping Raisins

Dipping Kumquats

Dipping Strawberries

Dipping Cherries

Now is the time to start working on this "All Fruit Box" so as to have it ready for your "Fall drive." You should also make it a rule to include in every box of your Fruit and Nut Assortment a liberal quantity of Fruit Filled Chocolates containing these Dipping Fruits.

Write for full information and contract prices

Blanke-Baer Extract & Preserving Co.

3224 South Kingshighway



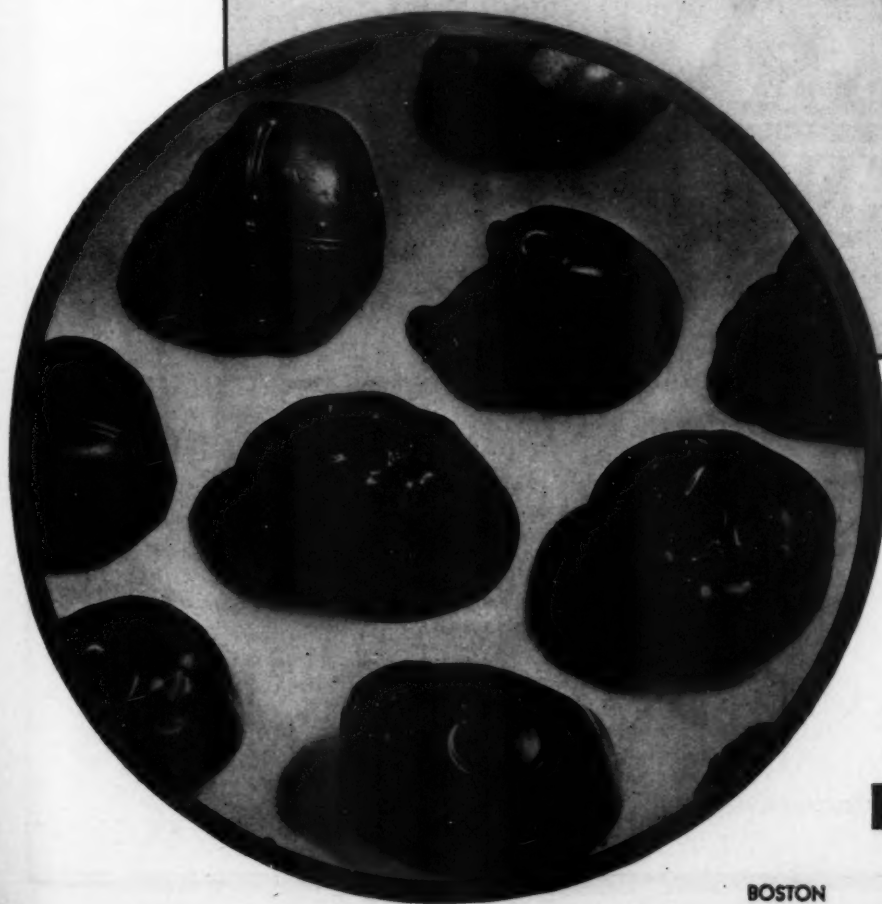
St. Louis, Mo., U. S. A.

SEAL YOUR HAND ROLLED CREAM CENTERS IN A ROCKWOOD CHOCOLATE COATING!

It takes more than just coating to properly cover the moist, soft center of a Hand Rolled Cream — It takes a very finely ground chocolate of the proper consistency — It takes a Rockwood Chocolate Coating.

Rockwood's long experience in manufacturing such coatings is at your disposal — Chocolate Coatings for "Hand Rolls" are obtainable to meet almost any price requirement.

ROCKWOOD



Rockwood & Co.
BROOKLYN, N. Y.

BOSTON

LOS ANGELES

CHICAGO

...and You will find Your Problem is
Given Individual Thought and Attention

A Complete
ESSENTIAL OILS
Service



FLAVORING ESSENTIAL OILS
CONCENTRATED FLAVORS
AROMATIC ISOLATES
TERPENELESS ESSENTIAL OILS
MOHAWK BRAND OIL PEPPERMINT
SPECIALTY FLAVORS
OLEORESINS
CERTIFIED COLORS
VANILLIN
COUMARIN

REALIZING our responsibility to the trade, our organization will never be content merely to keep abreast of the times. Through constant study of the needs of manufacturers of confections and through research of the ways to improve candy manufacturing processes, we strive to keep facilities for offering a complete service, a little in advance of actual requirements.

MM&R Flavors are manufactured for specific uses and possess a reputation for strength and excellence of flavoring qualities. Many types are available that will assist your sales campaign.

Send for large testing samples.

MAGNUS, MABEE & REYNARD, INC.

32 CLIFF STREET, NEW YORK

Representatives in the Principal Cities of the United States

Did you see them . . . the new **YELKIN**

•

CONFECTIONS . . . at the National Confectioners Association

•

Exhibition? One was a "frosty confection" . . . neither ice cream nor

•

candy—but a delightful and practical combination of both! The other

•

was a smooth, delicious bar literally teeming with good health . . .

•

Only samples, of course . . . but definite indications of the widespread

•

opportunities that Yelkin will contribute to the industry in the de-

•

velopment of **TOMORROW'S CONFECTIONS** . . . Ross &

•

Rowe, Inc., (Sole Distributors of Yelkin) 80 Broad Street, New York

•

City. Write for "The Story of Yelkin."

•



for

There's a BAKER'S Coating for every taste,
color and price requirement.

FLAVOR • TEXTURE • APPEARANCE • PERFORMANCE

Use BAKER'S Coatings

FORMULATE in your mind, for a moment, if you will, the necessary features of chocolate coating demanded by the most exacting manufacturer of high grade candy. Then compare your standards with BAKER'S Chocolate Coatings. You will understand why so many makers of candy credit Baker's with the success and increasing sales of their first quality box lines.

Only through one hundred and fifty years of buying, blending and roasting choice cocoa beans is it possible to obtain that real chocolate flavor that *sells* candy. Ad-

vanced methods of manufacture, used only in BAKER factories, give a smoothness of texture that is unsurpassed. Color is always uniform because of scientific production. Every BAKER Coating has a higher melting point which insures resistance to heat and weather conditions.

Each has a fine finish lustre and gives a clean snap and a good string to the finished confection. And because of processes in their making, BAKER'S Coatings give more coverage per pound—hence, greater profits. Write for samples and quotations today.



REG. TRADE MARK

Baker's Laboratory and Technical Staff are at your service. Use them!

WALTER BAKER & CO., Inc.

DORCHESTER, MASS.

MONTREAL, CANADA

Chicago Office, 208 WEST WASHINGTON STREET

Pacific Coast Representatives, MAILLIARD & SCHMIEDERL

**Makes a Healthy Product!
Without a "DOCTOR"♦**

**The
National Sugar Refining Co.
of N. J.**

Now Offers—

THE PERFECT INVERT SUGAR

Naturally it's made from Pure Cane Sugar,
and Produced by Sugar Experts—with the
accumulated knowledge and experience which
enables this organization to assure you of
uniform quality.

Why *risk* results with "Doctors" when you
can be *certain* of results with this Invert
Sugar—

AND

Favorable prices and shipping costs are
additional factors which should help you in
more economical production.

**Made by
THE NATIONAL SUGAR REFINING CO. of N. J.
Refiners of
"NATIONAL" and "Jack Frost" Sugars**



GUITTARD COATING

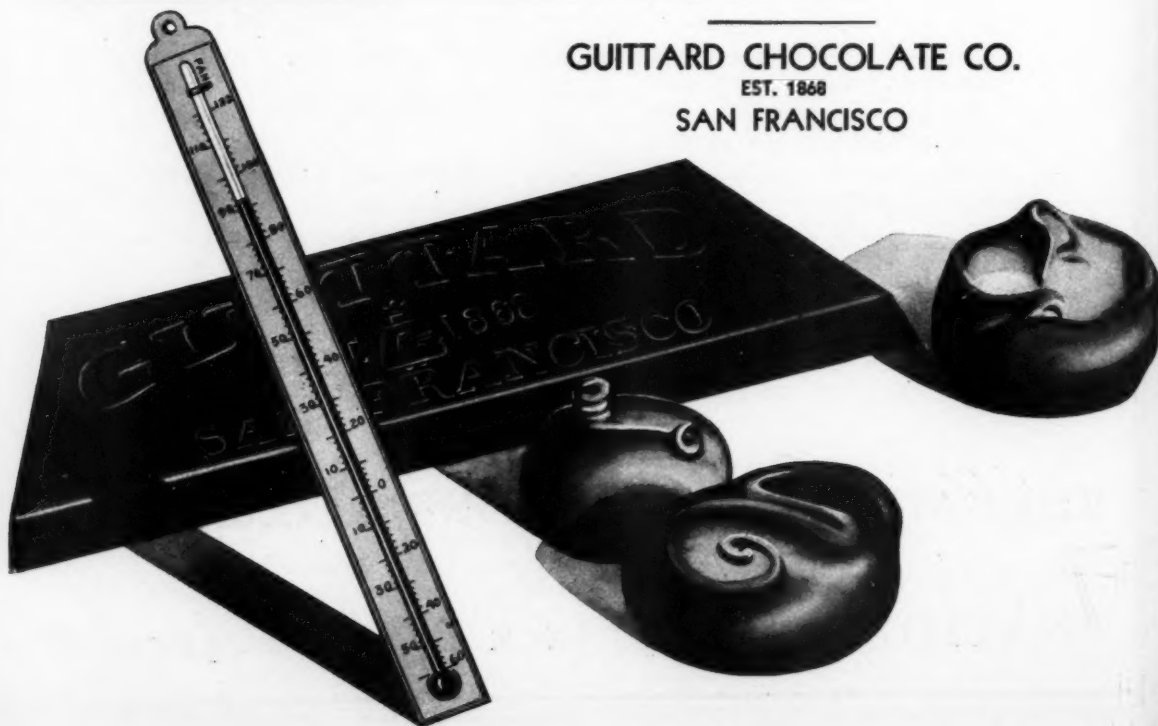
HAS A GREATER HEAT RESISTANCE

6 ADVANTAGES IN USING GUITTARD COATING

1. Higher Gloss
2. Easy Workability and Smoothness
3. Greater Heat Resistance
4. A Finer Chocolate Flavor
5. Quicker Setting and More "Snap"
6. Absolute Uniformity

« « « because of a scientific process of manufacture. Chocolate is a "mechanical mixture". The cocoa liquor, cocoa butter, sugar and milk tend to separate unless they are thoroughly ground and mixed together. Modern high speed roller-bearing rolls refine the ingredients to an unusual degree. Treatment under heat in emulsifiers makes a complete emulsion rather than a mere mixture. The thorough emulsification causes the fine particles to resist separation when exposed to heat. This modern method of manufacture assures the high heat resistance of GUITTARD Coating and greatly reduces the tendency to gray and bloom.

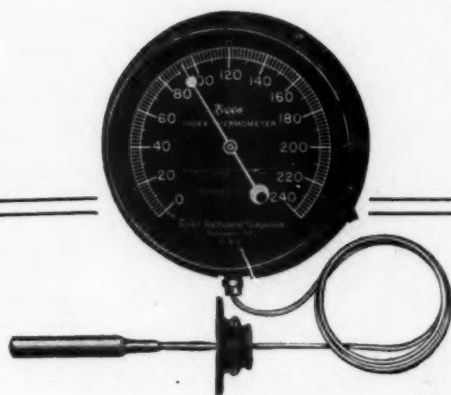
GUITTARD CHOCOLATE CO.
EST. 1868
SAN FRANCISCO



Tycos

Confectionery Thermometers Temperature Regulators « and Recorders

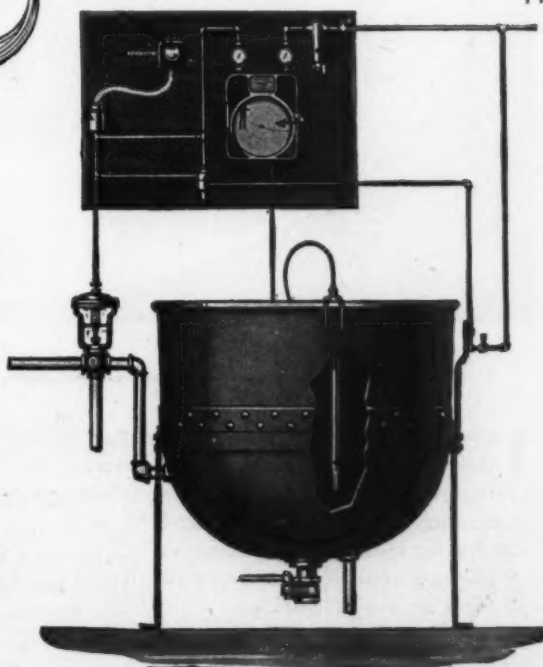
Tycos Thermometers are designed to meet the specific needs of confectioners in accurately determining the temperatures of the different types of batches. They are constructed to withstand the rigors of daily service in candy plants—always dependable—easy to handle and read.



Equip with *Tycos* and stop costly guesswork

It is economy insurance to equip your cooking kettles, mixers, cream and chocolate melting kettles, coating machines and other equipment with **Tycos** Temperature Regulators and Recorders. This eliminates guesswork and insures uniformity. Quality standards are sustained and spoiled batches eliminated.

A **Tycos** representative will be glad to give you an estimate on equipping your production with **Tycos** Temperature Control. It may mean material savings to you and greater efficiency in your plant. Write us today.



Taylor Instrument Companies • Rochester, N. Y., U. S. A.

IN CANADA • **Taylor Instrument Companies** of Canada, Ltd., Toronto

BETTER CONFECTIONS *match their delicious*
centers with **THESE SUPERIOR COATINGS**



*To meet the requirements
of the most discriminating
people, manufacturers of
quality chocolates rely upon
Peter's Coatings.*

IN every community throughout the country some one manufacturing confectioner clinches the higher-priced candy market... and obtains the cream of the profits... by offering candies that are more pleasing in every detail.

He matches the high qualities of his superior centers... their appealing color, proper texture, captivat-

ing flavor... with equally high qualities in *coatings*. **Peter's Coatings** are his choice!

You, too, will find that the true color and unvarying viscosity of these coatings... their full chocolate flavor... their velvety smooth finish and fineness of texture... will help you to win the business of the discriminating people who

buy... and pay high... for the best!

Milks, Vanillas, Sweets, Bitter Sweets and Liquors. Peter Cailler Kohler Swiss Chocolates Co., 131 Hudson St., New York City. Branches: Nicholas Bldg., Toledo, Ohio; 1319 S. Clinton St., Chicago, Ill.; 3620 Third Ave. So., Minneapolis, Minn.; 24 California St., San Francisco, Calif.

Peter's **CHOCOLATE COATINGS**

SATISFACTION



from Mixing Kettle to Consumer ~ ~ ~ ~

Time and trouble saved in mixing, cooling, packing—

Tempting tasty goods that retain their sales appeal and "taste appeal", whatever the conditions of temperature and humidity—

Kellogg's Vegetable Butters are the choice of so many successful candy makers because they know the absolute purity and precise, accurate melting point made possible by the "tree to you" control of production and perfected laboratory-controlled Kellogg refining processes guarantee the success of every mix.

Properly mixed at proper temperatures with ingredients of like high quality, they insure the success of your product—in manufacture and in sales.

—Assure economy, also, because they "go farther", require less equipment, save time and labor and "keep" better (minimizing the "returned goods" evil).

Just try them!



Spencer Kellogg and Sons Sales Corp.

Administration Office and Research Laboratories

BUFFALO, N. Y.

WAREHOUSES

Baltimore
Boston
Buffalo
Chicago
Cincinnati

Columbus
Cleveland
Detroit
Fort Wayne
Indianapolis

Kansas City
Los Angeles
San Francisco
Milwaukee
Minneapolis

New York City
Philadelphia
Pittsburgh
St. Louis



Kellogg's Vegetable Butters

KELLOGG

Vegetable Hard Butters

KELLOGG

Vegetable Soft Butters

KELLOGG

Hydrogenated Coconut Oils and Plastic Butters

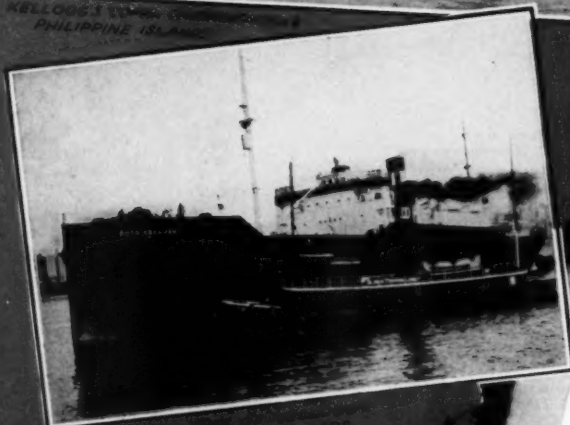
KOLINE

Edible Coconut Oil

To Give You Better Service and Quality



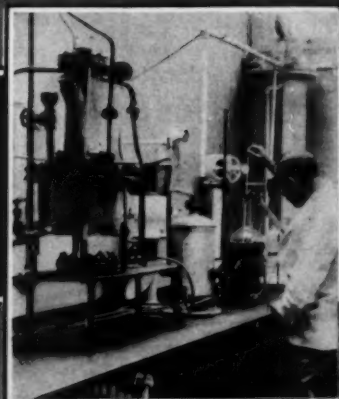
KELLOGG'S PHILIPPINE ISLAND



OCEAN TANKER



DOCKS AND REFINERY



PART OF THE KELLOGG SYSTEM
A CONSTANT CHECK IS KEPT ON
PURITY AND UNIFORMITY

The House of Kellogg maintains its own buyers in the principal copra producing regions, its own crushing mills in Manila, P. I., tank steamer line direct to great modern refineries, and a great distributing organization with warehouses in the key cities of the confectionery industry.

This complete control insures you the highest quality, accuracy, uniformity and purity, and superior service which is your greatest economy.

There is a Kellogg Warehouse near you.

Spencer Kellogg and Sons Sales Corp'n

Administration Office and
Research Laboratories
BUFFALO, N. Y.

Kellogg's Coconut Oils and Vegetable Butters



KELKO
Vegetable Hard Butters

KELLOGG
Hydrogenated Coconut Oils
and Plastic Butters

KELLOLEIN
Vegetable Soft Butters

KOLINE
Edible Coconut Oil

CRYSTALLIZING



Need No Longer Be A Problem!

THE GREER
CRYSTALLIZING RACK
has solved the crystallizing
problem in many plants all
over the world.

If you are crystallizing
candies you surely are in-
terested in:

IMPROVING QUALITY
CUTTING LABOR COSTS
INCREASING PRODUCTION
ELIMINATING WASTE and
IMPROVING APPEARANCE OF DEPARTMENT!

The GREER CRYSTALLIZING RACK will do all the above.
It has proven a "Life Saver" in many crystallizing departments.
After trying one of these Racks one of the best known firms
in the country purchased ten. Several other well known firms
have tried one and then purchased more.

If you are competing against any of these firms—which is quite
likely—you are under a tremendous handicap if you do not
have this most modern crystallizing unit.

Write for full particulars today. You cannot afford to delay.

J. W. GREER CO., Cambridge, Mass.

London: Bramigk & Co., Ltd.

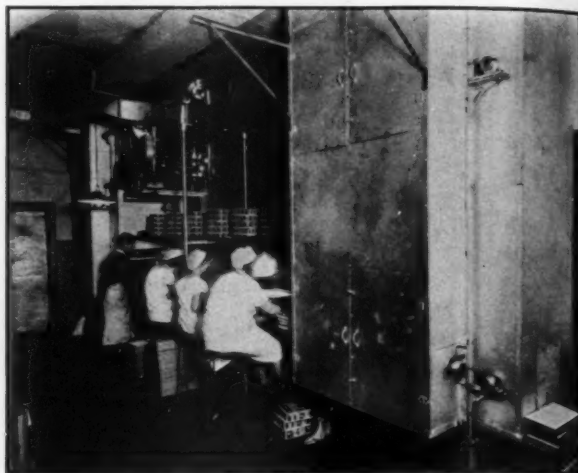


New York: Miller & McKelvey, Inc.

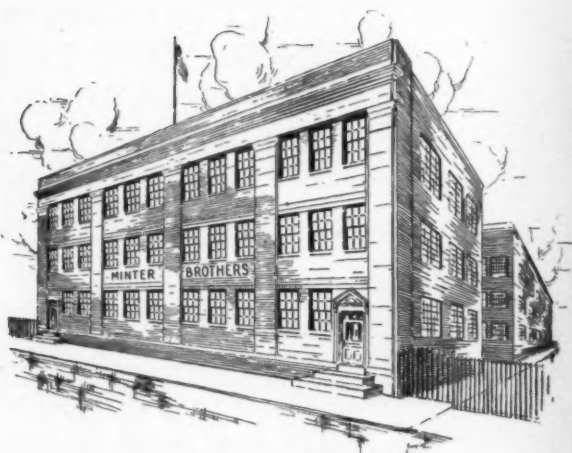
HERE IS CONCLUSIVE E



*The Enrober
with Detailer, Temperature Control
and Decorator*



Springfield Automatic Cooler



*Minter Brothers' Plant
Modern - Light - Airy*

NATIONAL EQUIPMENT CO

VE EVIDENCE OF ECONOMY

MINTER'S 7 - 11

Here are MINTER BROTHERS, producers of high grade specialties, who had a coating and cooling problem. They sent for a NATIONAL ENGINEER, and when their new installation was completed they secured a more uniform production, large manufacturing economies and a finer product—Sanitary—Hygienic.

*You should avail yourselves of this service.
There is no obligation. On these pages we
have been offering you direct evidence
of results obtained from it*



CONSIDER THESE FEATURES found in this installation:

- Automatic Control of chocolate temperature, assuring uniform thickness of coating.
- Mechanical Detailing Device—all pieces are uniform in shape without "feet" or distorted bottoms.
- High speed — Automatic Decoration — Constant production assured.

The SPRINGFIELD AUTOMATIC COOLER has:

- Automatic Delivery from Enrober or Coater to cooling towers.
- Four times the cooling space of a tunnel of same length.
- Five times the cooling time of a tunnel of same length.

There is a NATIONAL MACHINE for Every Candy-Making Purpose

We are also specialists in machinery for the food industries in general. National Machines are the machines of today.

Obsolescence is a cancer which eats into the very core of any manufacturer's progress. Consultation with one of our engineers cannot fail to assist you in getting a complete analysis of your manufacturing operations to determine where economies can be effected.

Our sales of machinery are founded on the theory that the resulting economies and fineness of product must justify the installation.

It is a pleasure to have met so many of you at the Convention at Chicago

ENCOMPANY - SPRINGFIELD, MASS., U. S. A.

Thomas Mills & Bro., Inc.

1301 to 1315 North Eighth St.

Philadelphia, Pa.

ESTABLISHED 1864



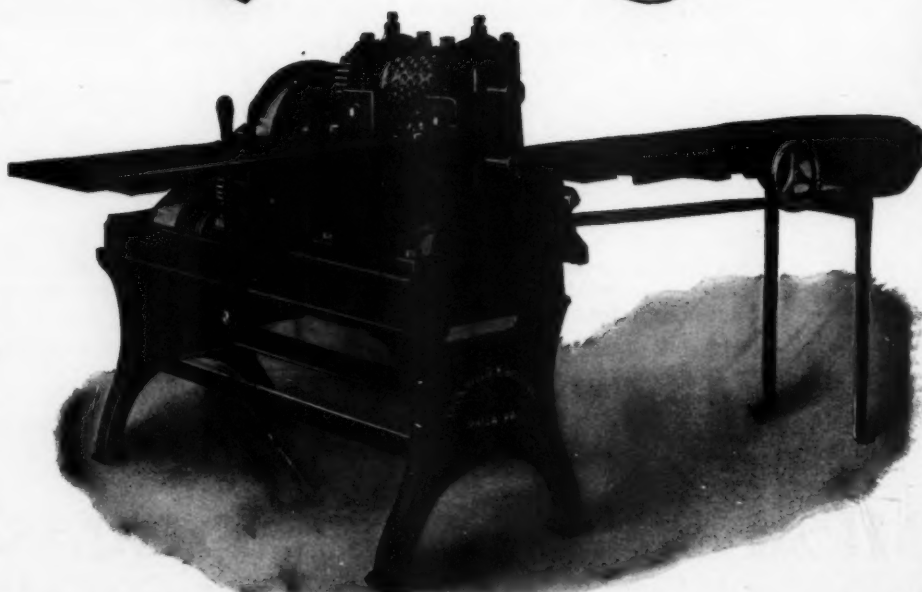
**Patent
Automatic
Seamless
Hard Candy
Machine**

—○—
**Improve Your
Production
By
Installing
This
Labor Saving
Machine
Send for Special
Circular**

**Large Power
Drop Frame
With
Stand and
Endless Belt
Conveyor
Attachments**

—○—
**Used In All
The Largest
Factories
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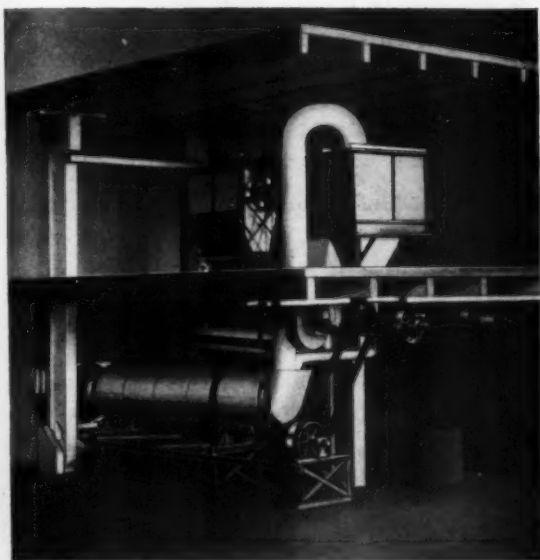


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1—National Equipment Automatic Nougat Cutter.

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1—Springfield Marshmallow Beater.

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Moguls, steel and wood, type A.
Mogul, wood, new style, fully automatic.
Huhn Chinook Starch Cooling and Drying Machines with automatic continuous sifter.

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Depositors, Springfield and Racine.
Bucks, Springfield and Racine.
Printers, hand and power.
Starch Boards and starch.

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Enrobers, 16-24-32, Anti-Tailing Devices, Kihlgren Strokers, Motor Drives, Automatic Feeders, Bottoming Attachments, Coolers and Packers.
Bentz Cold Beds, 16".
Chillblast, Bentz, No. 5, complete.
Chocolate Melting Kettles, capacities 150 lbs. up to 2000 lbs.
Basket Machines, Walters, Champion.

Cream Machinery

Syrup Coolers and Cream Beaters, Werner and Springfield, 600 lb. and 1000 lb. capacities.
Hohberger Cream Machine, complete.
Cream Breakers, Burkhard, Werner, Springfield, 40-50-100 gallons.
Cream Beaters, Ball, 4 ft.-5 ft.-7 ft.

Caramel Machinery

Caramel Cutters and Wrappers, $\frac{3}{8}$ " .1" and $1\frac{1}{2}$ " sizes, Ideal, also stokers.
Caramel Kettles, single action, tilting, 40-50 gallons, Burkhard, Savage.
Caramel Cutter, two-way automatic, Mills.
Caramel Cutters, Racine and White.
Caramel Sizers, all sizes, also reversible.

Nougat Machinery

Nougat Kettles, double action, tilting, 50 gal. National, 25-50 gal. Savage.
Nougat Cutters, Mills and Racine.

Fruit and Cocoanut Machinery

Mixing Kettles, double action, with outlets, Burkhard, 50 to 100 gallon.
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Jap Cutters, Mill and Anderson.
Bon Bon Machines, Heilman, Mills.

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Simplex Steam Vacuum Cooker also pre-melting kettles.

Simplex Gas Vacuum Cookers.

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Steam Vacuum Cookers with pumps and kettles, 50 gal. up to 500 gal.

Werner fully automatic Ball Machine, also semi-automatic style.

Pulling Machines, Hildreth, size 6, double arm, motor drive; size 4.

Pulling Machines, American, 100 lb. capacity, belt and motor drive; display type, 25 lb. capacity.

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Batch Spinners, York & Mills.

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Water-cooled Slabs, 3 x 8 and 3 x 6.

After Dinner Mint Machines, Mills.

Marshmallow Machinery

Marshmallow Beaters, Savage, National, Werner, double action.

Marshmallow Cutter, two-way, Savage.

Gum Mixers

Gum Mixers, single action, with outlets, 100 to 250 gallon, Burkhard.

Peanut Machinery

Peanut Roasters, Burns and Lambert.

Peanut Blanchers, Lambert, McLean.

Peanut Butter Mills, Springfield, Lambert, Mills.

Peanut Separator, Monitor.

Other Candy Machines

Forgrove Foiling Machine.

Sugar Sanding Machines.

Crystal Cookers and Coolers, Springfield, Mills, Werner.

Lozenge making outfit, complete.

Sugar Pulverizing Machines, all sizes.

Revolving Pans, with and without coils.

Portable Fire Mixers, Savage.

SOLID CHOCOLATE MACHINERY COCOA BUTTER

Lehman and Carver Cocoa Butter Presses, fully automatic, metal filter plates with pressure pumps.

Carey Cocoa Presses with Pumps.

Cocoa Filter Presses, 15-pot.

Cocoa Powder Outfit, Lehman.

Roasting and Cleaning

Gas or Coal Roasters, Lehman, Burns.

Crackers and Fanners, Springfield.

Cocoa Bean Cleaner, Burns.

Liquor Grinding

Liquor Disc Process Machines, Bausman.
Triple Mills, 38" stones, Springfield.

Refining

Refiners, 5-roll, Springfield, Baker.

Refiners, 3-roll, Springfield, Lehman.

Bausman Coating Discs.

Storing and Tempering

Storage and tempering tanks, 20,000 lbs. cap., double arm mixers, W. & P. motor driven.

Tempering Kettles, 500 to 5,000 lbs. capacity.

Tempering Machines, continuous, Springfield, with temperature control.

Processing

Conges, 4-pot, Springfield, Lehman.

Conge Machine, 2-pot, 2000 lb. DeEtna.

Melangeurs, Springfield, Lehman.

Chasers, Springfield.

Depositing and Cooling

Chocolate Kiss Depositors, with metal belt and cooling tunnel, Racine.

Chocolate Bar Depositors, Racine, Springfield, Werner.

Shaking Tables, Springfield, Greer.

Cold Boxes, 60 to 80 ft. long, Springfield.

Refrigerating Machines, 15 ton, 20 ton.

Wrapping Machinery

Foil Kiss Wrapper, Weiskopf Remington.

Bar Wrappers, 5c and 10c.

Wrappers, Slot Machine size.

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Our Adjustable Cellophane Wrapping Machine

will wrap

several sizes of candy boxes

Better wrapping at lower cost

The adjustability of our Cellophane Wrapping Machine meets the requirements of the candy manufacturer who must wrap several sizes of boxes and who, for that reason, may still be depending upon costly hand-wrapping.

Machine wrapping makes decided savings—even when a machine is not operated to its full capacity. And the wrapping is neater and more securely sealed than is possible with hand-wrapping.

Another feature of this machine is that it can be adjusted to wrap as loosely as you wish, to allow for any shrinkage in the Cellophane. Shrinkage sometimes breaks the Cellophane, if the wrapping is too tight.

One machine will wrap 40 packages per minute, and requires only two operators.

Let us give you all the facts about this better method of wrapping—get in touch with our nearest office.

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The "SNOW PLOW" Cream Beater

(Patented)



For making Hand-Roll Cream there is no beater to compare with the Snow Plow.

It is equally superior for all other grades of cream and for tempering chocolate paste. The Snow Plow has a door in the side, adjustable blades, is absolutely noiseless, and has many other new and desirable features not to be found in any other open type beater.

RACINE CONFECTIONERS' MACHINERY COMPANY

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Editorial

Hey Days and These Days

THE keynote of the recent N. C. A. Convention was improving business conditions from *within* the industry. It was acknowledged that in the heydays of prosperity individual managements allowed inefficiency to creep into their organizations. Production and distribution cost records were inadequate, many items were manufactured at a loss, overhead increased while profits decreased, and sales organizations needed revamping. Changes were now in order.

"The troubles of the candy industry, to a greater degree than in many others come from *within* rather than from *without*," said Capt. R. L. Purdon of the U. S. Department of Commerce, in his report on the recent Survey of Distribution Costs.

Senator William E. Brock expressed the convention's reaction when he said, "Our reputation is at stake. Let us realize the hardships, get the facts, put in more hours, build up faith, get our feet on the ground,

and do the job ourselves." The convention sessions—four days of them—were devoted to profitable discussions of the ways and means.

Industrial leaders the nation over likewise believe that good business comes in proportion to the improvements made in each company. Henry Ford, as an example, says:

"Through all the years I have been in business I have never yet found our business bad as a result of any outside force. It has always been due to some defect in our own company, and whenever we have located and repaired that defect our business became good again,—regardless of what anyone else might be doing."

Members of the National Confectioners' Association are improving business by setting their own houses in order. It is fair that we should recognize the fact and lend every possible assistance.

Boiled Confections and Baked Confections

WHAT is confectionery? All may not be gold that glitters, but any food product in which sweetness is "dressed up" to attract the eye and palate may be regarded as confectionery, at least for competitive purposes. Several products other than candy belong in the confectionery class and cater to the aesthetic satisfaction of the craving for sweetness. These products are competitors of candy and the prevailing trend in connection with their production and sale

is a subject of considerable interest and significance.

There is a trend in the packaged biscuit and cracker industry that is worth observing and analyzing. This is the gradual development of an increasing variety of sweet cakes of small size and improved quality suitable for small packages or even for wrapping by twos or threes in transparent cellulose. The day when cakes were eaten almost exclusively at meal time, except of course by children, appears to be on

THE MANUFACTURING CONFECTIONER

the wane. Small sweet cakes of a variety of attractive flavors and shapes, even in the form of hearts, clubs, diamonds and spades, are available for bridge parties and other social gatherings.

These small cakes, which are comparable in size to many individual candies, are very much more convenient to handle *impromptu* than the mussy slices of the conventional, large, iced cake. A start has even been made toward display of small packages of these diminutive cakes and wafers side by side with candy bar goods on self-service retail show cases and counters. This is a step further in the competition of this class of confectionery for sweet tooth, between-meal impulse buying.

The relation between candy on the one hand and sweet cakes and wafers on the other hand as articles of confectionery is very aptly expressed by the English, who speak of "flour confectionery" as distinguished from "sugar confectionery." One is a *baked* confection and the other a *boiled* confection. The filling and decorating of large cakes with various forms of sugar confectionery has been highly elaborated and developed in certain European countries, but the surface has hardly been scratched, so far as realizing the possibilities of small cake or wafer and candy combinations is concerned.

The possible variations in filling and decorating small cakes with candies of different kinds are almost unlimited and the great variety of form, flavor, color and texture that could be obtained presents some very interesting possibilities. Such products are in fact combination *boiled* and *baked* confections and have the advantage of combining the usual candy flavors with flavors that can only be obtained by baking, i. e., by using higher temperatures than in boiling.

Such combinations are not as satiating as most kinds of candy, which fact is a very important consideration. The peculiar satiating quality of grape juice, for instance, has been no small factor in limiting the growth of that industry. Bee keepers have always suffered in a market way because of the intense sweetness and quick satiating property of honey which tends to cause very irregular consumption, except by honey enthusiasts. It must be frankly recognized that these small wafer and cake combinations have some very definite points of consumer appeal.

Although the larger cracker and cake bakers have displayed some good ideas in their recent small cake creations, we feel that they have been deficient in the more strictly sugar confectionery phases such as icings, fillings, decorations, etc. The candy industry could handle these phases in a more effective manner and undoubtedly has an important contribution to make in case this field of hybrid confections is extensively developed.

This entire class of products is in an extremely interesting situation at the present time. The cake and cracker bakers have produced some attractive hybrids of marshmallow, fondant and caramel in combination with small cakes and wafers, but what has been done is hardly more than a drop in the bucket compared with the possibilities in this field. Will the cake and cracker bakers follow this lead further or will they veer off in the direction of small, plain, sweet cakes for impulse buying and between-meal consumption? If there is to be a development along the former line the candy industry is at least a potential equal partner in such an enterprise and should take such steps as are necessary to participate in the profits. Candy men: Keep your eye on this situation.



The Presidents of two Associations get a sweet start for their new administrations. Arno E. Sander, N. C. A., and Mrs. Ora Snyder, A. R. C.

High Lights of 48th Annual Convention National Confectioners' Association

Stevens Hotel, Chicago, June 1-5, 1931

NOT just another convention...but a four-day get-together over the existing problems of the industry, out of which came tangible results that will mean progress to show for the time spent in session. That may be said and backed up with the facts about the 48th Annual Convention of the National Confectioners Association, held in Chicago the week of June 2 to 5. It was more than a social gathering of the nation's candy leaders, though the spirit of good fellowship and co-operation prevailed among the 400 registered active and inactive members attending the convention and exposition, held at the Hotel Stevens. The following are some of the highlights of widespread interest to the industry.

N. C. A. Radio Broadcasts: A coast to coast radio broadcast over the Columbia network will be a new feature in the Association's educational advertising program this year. A thirteen week's broadcasting campaign will begin October 5 over a national hook-up of thirty stations. The program of fifteen minutes once a week will feature a fourteen piece orchestra and artists who will sing and present entertainment and messages emphasizing candy as an energy builder. Newspaper advertising will be continued under this year's budget of approximately \$100,000, according to George H. Williamson, Williamson Candy Co., Chicago, Chairman of the Association's Advertising Committee.

Standardize Candy Quality: Entreating the members attending the opening session of the convention Tuesday morning to make co-operation the keynote of the convention and of their constructive effort during the year, President E. B. Hutchins, of the Bonita Co., Fond du Lac, Wis., struck the opening blow at the conditions holding back the industry. He deplored the "modern orgy of price cutting," affecting both the jobber and manufacturer, and its resulting substitution of lower quality. He urged standardiza-

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A. H. Steere
Littlefield & Steere Co., Knoxville, Tenn.

Deane M. Freeman
F. H. Roberts Co., Boston, Mass.

tion of quality, which will mean simplification along many lines. The need of standardization was supported by many during the convention. (President Hutchins' address is reprinted in full on page 32 of this issue.)

Candy Institute: The day when the confectionery industry will have a Candy Institute for research work probably was advanced by the emphasis given it at this convention. President Hutchins reviewed its general purposes as follows: "The ultimate objective of a Candy Institute would be to enable its members to produce and distribute the types of candy most acceptable to the consuming public, for the widest possible variety of uses, at the lowest possible cost, and in the largest possible volume and with a reasonable profit." The report of the Candy Institute Committee was intended this year to increase interest in the projected plan, said Chairman V. L. Price, National Candy Co., Inc., St. Louis, Mo.

Distribution Costs: Considerable interest was shown in the information revealed by the Distribution Cost Survey recently made by the Department of Commerce, under S. L. Kedierski, government cost analyst, in co-operation with the N. C. A. Committee on Distribution Costs, of which William F. Heide, Henry Heide, Inc., N. Y., is chairman. Analyses of the distribution costs of seven representative manufacturing confectioners in the West were made by the Department the past year. Among the findings reported by Chairman Heide to the convention were that too often the expense of marketing exceeds the margin between the manufacturing cost and selling price. An average of 52% of all items produced were sold at a loss, while over 80% of the combined tonnage of the seven firms was represented by only 15% of all items sold. Too many items were carried. A system of distribution cost finding was developed by the Department of Commerce which is

Arno Sander Heads National Confectioners' Association

Leon Sweet
1st Vice Pres.
N. C. A.



simple, flexible, and available to the entire industry.

Full explanation of the Distribution Cost report was given by Capt. R. L. Purdon of the Department of Commerce. "Perhaps the outstanding fact developed by the survey is that direct selling expense, which accounts for a large percentage of distribution costs, was the principal factor contributing to unsatisfactory profits," he said. The summary of the report stated that the weakness in the prevailing confectionery distribution system may be attributed to a lack of thorough knowledge of functions and costs of distribution. Sales territories should be judged by actual profits, not by volume. Accurate cost records should be kept to be sure that salesmen are concentrating on profitable items. "The troubles of the candy industry, to a greater degree than on many others, come from *within* rather than from without," said Capt. Purdon.

The study carried on by Mr. Kedzierski on the West Coast will eventually be extended to all sections of the country. His printed report may be obtained from the U. S. Department of Commerce, at Washington. It is entitled, "Distribution Cost Problems of Manufacturing Confectioners" — under "Distribution Cost Studies No. 10."

Annual Report on Candy Distribution: Another important release of information at the convention was the "Preliminary Annual Report of Confectionery Distribution," prepared by Edmund A. Flagg, Foodstuff's Division, Department of Commerce. Its outstanding note was one of optimism. This sales report revealed that while the total sales of 517 leading manufacturers decreased 7.7% on a value basis in 1930 over 1929, the poundage decrease was only one-half of one per cent. The average price of



ARNO E. SANDER

THE new President of the National Confectioners' Association has been in the candy business since he was thirteen years old. His first job was delivery wagon driver and general errand boy at the plant of Mason, Au and Magenheimer in Brooklyn, and he served a long apprenticeship with that company. His natural talents as a salesman soon made themselves evident, and before he left Mason's in 1903 he was a star member of their sales force.

Mr. Sander resigned from Mason, Au and Magenheimer to go with the Manhattan Confectionery Company. Five years later he associated himself with the R. E. Rodda Candy Company, also of New York City, and in 1910 he became New York City representative of the American Caramel Company, still retaining his interest in the Rodda Company. In 1920 he was made general manager of both these companies.

Six years ago, in 1925, Mr. Sander bought a controlling interest in R. C. Boeckel and Co. of York, Pa., and changed its name to the York Caramel Company. As president of this concern he has been very active in the affairs of the national association, serving on the Executive Committee for three years. Even when a young salesman he took great interest in the cooperative work of the industry. He has served as President of the National Confectionery Salesmen's Association and of the Pennsylvania Confectioners' Association, his term of office in the latter expiring on June 18, this year.

Mr. Sander's home is in Lancaster, Pa., and every day he drives twenty-five miles to his factory in York. He is married and has three daughters and one son.



Walter Hardie
2nd Vice Pres.
N. C. A.

all types of candy dropped from 21.9 cents per pound to 20.3 cents per pound during this period. With the per capita consumption of candy remaining between 12 and 13 pounds, it is apparent that candy is not losing its popularity. Copies of this report may also be obtained at Washington.

Mr. Flagg and Charles E. Hughes, of the Department of Commerce were in charge of the Department's information exhibit at the exposition.

Raise N. C. A. Dues: Important resolutions passed at the convention included two of vital interest to the association members. First let us mention the one touching the heart strings... the annual membership dues were raised. The dues for active members now range from \$50 to \$250, according to the sales volume of the firms. Dues for Canadian members and those of other countries will be \$50, while the Associate membership dues will remain at \$50 per year. The increase was necessitated by the recurring deficits of the past several years. The income of \$43,000 is now expected to meet the annual budget and also leave a surplus.

Clear Bankruptcy Negotiations Through N. C. A.: The second resolution involves a protective plan for association members in credit losses on bankrupt accounts. In all cases of bankruptcies and offers of compromise the member creditors are to file their claims, to the extent of 51% of the amount in numbers and dollars, with the Association's secretary, who will appoint an attorney in the debtor's city to obtain complete control before the bankruptcy court of the assets of the bankrupt seeker. The object is to obtain every dollar possible for those who have granted credit. More can

(Continued on page 66)

Candy's Way Out

Retiring N. C. A. President Urges "Co-operation" as Candy Industry's Keynote

By E. B. HUTCHINS

*Delivered at the recent convention of the
National Confectioners' Association, Chicago*



LADIES and Gentlemen:
It is with great pleasure that I welcome so large and earnest a group of men and women to this, the opening session of the 48th Annual Convention of the National Confectioners' Association of the United States. Any national organization representing a great industry should be pretty well grown up by the time it reaches the 48th anniversary of its birth. However, this association exists and grows only as the individuals that compose it exist and grow. This association is not composed by its officers nor even by its executive committee but rather by its membership at large of which each one of you is an integral part.

I wish to take this opportunity to thank our genial secretary, the vice-presidents, the members of the executive committee as well as our special officers and the chairmen of our special committee for their loyalty and co-operation during the past year. I want also to thank each member here present for the interest in the work of this association that you manifest by your presence here today.

As an American citizen and a member of this great Candy Industry you owe a duty to yourself, to the industry, to the nation of which you are a part and even to the great sisterhood of nations. We are in the midst of a world-wide economic depression which will probably go down in history as one of the most far reaching of all time. Each of you played some small part at least in the development of the inflation which was but recently eclipsed and

of unduly extending its duration. To the extent to which you were responsible for the inflation you are equally responsible for the present deflation.

The Economic Trend

No gathering of business men in these days can afford to ignore general economic conditions. It may be that we cannot do much to speed a recovery to conditions of general prosperity, yet, in the long run, concerted action along proper lines will alter the economic trend and hasten the return to more normal conditions.

Throughout the economic history of our nation periods of prosperity have always been followed by periods of retrenchment and depression. In no two periods of our history have the causes of inflation and deflation been exactly similar nor have all depressions been marked by the same results. The present depression may, I think, be considered the final reaction to the inflation and over-expansion brought about as a result of the World War. As regards the broad underlying cause, therefore, the present depression closely resembles that of 1873 which was in reality a reaction from the inflation following the Civil War. We have just finished living through a time which some of us thought was to mark a new economic era for this country, an era of constantly increasing production and consumption and of constantly rising prices. Now we know that what we mistook for realities in the early months of 1929 were of the stuff that dreams are made from. This is not

a new phenomenon in economic history. There have been those in previous periods of inflation who became obsessed of the idea that the prosperity that they enjoyed represented a never ending new era. We know now that economic laws do not change. As we take stock of the situation we realize that production and consumption have gotten out of gear and that business is striving to move along with an engine that is missing on some cylinders and firing prematurely on others.

Deflation and Dollar Wages

We have already started the fight to get back, to reach the normal prosperity that we believe to lie ahead. We have been going about it with characteristic energy. Over-expansion has been written off to profit and loss account. Most of us have abandoned all ideas of maintaining the standards of prices we thought in 1929 were to be permanent. We have deflated right and left but unfortunately not in an even and orderly manner. The prices of basic commodities have tumbled steadily and are now at very low levels. Yet today, nearly two years after the peak of our inflation movement, many of our leaders are still committed to a program which, in my opinion, would delay rather than hasten recovery. I refer to the adherence to the popular theory that American wages in terms of dollars must not be reduced.

I am aware that I am treading on highly debatable ground in bringing this topic into open discussion; but I am convinced the truth of this situation is not generally understood

and that even when the truth is recognized, it is scarcely to be expected that the remedy will prove pleasing to all those who must take it. But I have faith in the American spirit of fair play and I believe that American labor will co-operate, willingly, even if not happily, in any program which may be shown to be just and essential to its own well-being. At the outset of this discussion permit me to call your attention to the fact that no pronouncement of any individual, no matter how powerful he may be, can have any material influence in determining whether the standard of living in this country or the world at large shall move upward or downward. Such improvement as we have witnessed in our standard of living during the last quarter of a century has been determined by scientific achievement along practical lines and not by the will of any group of men to alter a previously existing scale. Modern industry guided by modern science has made it possible for the combined labor of our entire population to produce a larger quantity of commodities than previously. The opportunity of our population as a whole to consume is measured only by our production as long as we can maintain a free interchange of goods and services.

Real Wages and Standards of Living

The breakdown in our system of distribution during the past two years has been due to no diminution of the will or power to consume but rather by an artificial barrier caused by a breakdown in our own modern price system. This intricate and delicate price system is thrown into disorder much more readily than the ancient system of barter under which labor and the products of labor were interchanged by direct bargaining between the individuals who were parties to the exchange.

It is a platitude that real wages are not expressed in terms of dollars any more than real dividends are expressed in dollars and cents. Real wages are the satisfactions—to employ an economic term—which may be purchased for each unit of labor just as real dividends are the satisfactions which may be purchased for the return from each unit of capital. Capital recognizes the truth of this and without quibble or delay accepts lower interest rates in periods of low commodity prices.

But labor is not accustomed to the swift acceptance of altered conditions and new appraisals of worth. To labor, its wage rate means how many dollars per day it receives for a given piece of work. It does not readily translate these dollars into terms of goods which they will purchase.

Lower costs of labor and capital are promptly reflected in lower living costs in this day of mass production and delicately balanced competition on the part of the producer, matched as they are by a keen sense of values on the part of the consumer. This condition ensures the maintenance of high standards of living for labor employed at wages reduced in proportion to living costs. It is the duty of all labor to promptly and willingly accept this lower wage scale so as to promote the free interchange of the goods produced by all groups of labor.

The Depression and High Taxes

There are other charges against production and distribution that must be deflated in order to bring the prices of manufactured products more nearly in line with those of raw materials so that the producers of the latter may trade freely and on more even terms with the producer of finished products. Among these charges are our local, state and national government taxes. This is a problem which should concern this industry and each individual member of it. This is our problem. We should all exert ourselves wherever possible to urge painstaking economy in our local, state and national governments. President Hoover is now setting a good example along this line in Washington. The imperative need for lower taxes has received much less attention in the pronouncements of our national leaders than has the question of labor. But it is a public problem of major importance and we should all actively interest ourselves in its solution. The problem of labor costs will shortly adjust itself of its own accord of sheer necessity.

Higher Standards of Living

Throughout our entire history, following every period of depres-



sion, we have seen an increase in the production and availability of goods and services resulting in improved standards of living among our people. It was left for the last decade, however, to mark the greatest period of prosperity in the world's history. During this decade our ideals as to acceptable standards of living in this country underwent a revolution. We are not all fully agreed as to some of the causes underlying this change but we are all deeply concerned in the maintenance of these high standards of living for all of our people in the future.

I am confident that the previous high standards of living of all classes of American people will not only be maintained following this depression but that newer and higher standards will finally prevail. This opinion is based on the full expectation of steadily increasing production which will result in providing an endless chain of products that will minister to our convenience and comfort. The expansion in the standards of living during the last decade has been determined quite largely by refinements in our methods of transportation and communication; witness the automobile and radio. The inroads of sound pictures on the theater of an earlier day has brought this form of entertainment within the reach of all. The home is one of the most important foundation stones of society. In our rush to go places and see things it has been neglected. The results of the scientific investigations in recent years clearly point the way to a very marked expansion in the conveniences and comforts of the home. There is little doubt but that industry will avail itself of the opportunity for expansion along these lines.

Century of Progress and Prosperity

There is no doubt but that the Century of Progress Exposition in 1933 will exert a very potent influence on the next era of expansion in this country. Here in Chicago on the lake front will be gathered together from all corners of the globe the combined results of modern science and industry. Many of the leading industries will present in an effective and convincing manner their claims to a place under the sun in this next new era. In fact, it is not too much to expect that this Century of Progress Exposition may usher in the return to normal economic

CANDY'S WAY OUT

conditions and open the door for the introduction to general use of many new conveniences, economies and comforts. Our Association will celebrate its Golden Jubilee in 1933 at the time of the Century of Progress Exposition. Candy has a very proper place in this expansion of our standards of living which we envisage. Candy should be properly represented in the Century of Progress and do its full share in hastening the return of good times of which it is a herald.

Candy, Depression-Proof Product

That candy is properly numbered among the so-called depression-proof industries is amply attested by the fact that during the first four months of 1931 the sales of candy in terms of dollars declined only 11 per cent as against the same period of 1930. There are good and sufficient reasons why this should be so. Candy is largely an incidental purchase, made on the impulse of the moment. It is a small unit purchase. Candy combines both pleasure and utility in its appeal. It is a social product. With such a product at our command, the candy industry should stand out as a depression-proof industry in common with other industries that produce little luxuries. Unfortunately, however, we, as an industry, have not measured up to our opportunity but instead have made of it a "profitless prosperity."

Price Cutting and Profits

I now come to the consideration of the most vexatious problem that confronts us as an industry. This trouble may be likened to that fatal malady, sleeping sickness, which stealthily creeps over its victim and robs it of its very life blood. Speaking bluntly, this problem deals with prices and profits. This problem calls not for soft words, but for courageous action.

Fortunately, television has not as yet been able to discern the thoughts of man. It will serve the present purpose equally well, however, if each one of you, for himself, will envisage his own thoughts of the moment. Were we able to throw the thoughts of each one of you on a screen by the aid of television, one after another, I fancy that they would resemble each other very closely. I fancy that the resulting composite thought would consist rather of a condemnation of the price-cutting tactics of your com-

petitor than a determination that, as for yourself, you will insist upon such prices and terms as will net your firm a reasonable return on your sales and your invested capital. Without a question, your thoughts concern themselves more with the condemnation of the transgressions of others than with remorse for your own sins of omission and commission. The first task that confronts us is that of self-analysis. Such an analysis can lead to only this one conclusion, that each one of us is guilty, directly and indirectly, of bringing upon ourselves the chaotic condition in which we find ourselves. If we are going to solve this problem, we must concern ourselves less with excuses for our past actions, and more with firm resolves as to our future conduct.

Cooperation the Keystone

This problem will not be solved by the wielding of a big stick. There is no club within our grasp that is big enough to do the job. This job can only be done by the application of the highest type of human endeavor. This is encompassed in the magic word "co-operation." This cannot be of the mock type wherein each one is willing for the other fellow to co-op while he operates. It must spring from a genuine conviction of grave necessity and individual responsibility. Permit me to pause here to entreat you to make co-operation the keynote, not only of this convention, but of your constructive thinking throughout the year to come. Co-operation is an old word but there is no word in the English language that can take its place. Contrue humanity is essential to the effective reincarnation of this principle of co-operation. "He that is without sin among you, let him first cast a stone."

Candy Distribution

A proper formula for the solution of the problems of price and profit for our industry is far from a simple one. Indeed, its complexity well nigh baffles any constructive thought that may be trained upon it. It may be well to frankly outline some of the fundamental factors that under-

lie the present state of pernicious price cutting that permeates the distribution of our products.

Methods of distribution in many industries including our own have been undergoing rapid changes during the last dozen years. The changing channels of distribution have brought new and intricate problems, particularly to our own industry. Coincident with the development of huge units of production in certain industries within recent years, we have seen a similar growth of mammoth retail outlets of various types. In industries where the development of powerful units of distribution have been matched by a similar development in the size and strength of the units of production, it has been found possible for the producer to adjust himself to the changed methods of distribution without serious disorganization.

Candy lends itself to distribution through a very wide variety of outlets which include some of the largest and most powerful retail units in the United States, and at the same time a multitude of extremely small units. In view of the wide diversity in the types of retail outlets handling candy, and the immense divergence in the buying power of these units, it is only natural that it should have come to pass that certain types of retail outlets throughout the length and breadth of the land are buying candy on such terms that they find it possible to sell it to the consumer over the retail counter at as low a price as the smaller retailers can buy it from their regular wholesale sources of supply.

The Candy Jobber Essential

The wholesale candy merchant or jobber has played an important role in the distribution of candy. Finding himself confronted with over-the-counter prices to the consumer as low as the prices which he could name to his own retail trade and still make a reasonable profit, the jobber began cutting prices in an attempt to even up the position of his small retail customer as against that of the large retailer. This price cutting spread rapidly and soon many candy jobbers found themselves selling candy without a profit and in many instances at a substantial loss. In turn such candy manufacturers as were selling the smaller retail trade direct found themselves confronted with the necessity of cutting prices to meet those established by the jobber. Candy is



sold to an almost innumerable number of retail outlets of various types both large and small. This condition seems to be essential for the candy industry inasmuch as candy is very largely purchased on impulse. The incidental purchases of candy are made under an endless set of circumstances and in many out of the way places. To curtail these outlets, under existing conditions, would be to curtail the consumption of candy.

Substitutes for Direct Price Cutting

Price cutting has always been more or less prevalent in the candy industry as in many other highly competitive industries. It has remained, however, for these conditions born of the recent past to force upon the industry the far-reaching and drastic price cutting of the present day. Price cutting presents itself in various forms and disguises. While direct price cutting is always destructive of profits, it is perhaps less pernicious than indirect price cutting which manifests itself in devious ways including free goods, premiums, prizes, rebates, excessive cash discounts, emoluments to jobbers' salesmen and excessive freight allowances, all of which are essentially price cutting schemes insofar as they are not offset by increased list prices.

Jobber Protection Important

The drastic price cutting to the consumer over the counters of retail outlets reacts, then, in a vicious circle through the wholesaler back upon the manufacturer who in the first instance, to some degree at least, made it possible. Certain other industries have found themselves confronted with the same situation and they have faced but two alternatives. Either the jobber had to be eliminated from the scheme of distribution, the products of the manufacturer moving directly to the retailer, or the scheme of distribution so modified as to provide the jobber with a reasonable degree of protection.

Even at the present time jobber distribution accounts for fully one-half of our candy sales. The jobber plays an essential part in candy distribution. We need him and we must exert ourselves to help him out of his present almost impossible position. We owe him this consideration because we as manufacturers are responsible in part at least for his troubles. Some there are who

contend that the candy manufacturer has simply been drifting along with an irresistible economic current and that he is in no sense responsible for the plight in which the jobber now finds himself, and that the jobber, having fallen into an almost bottomless pit, should climb out as best he may. Let us examine this position critically and assume for the sake of

Mr. Hutchins Says

"I am confident that the previous high standards of living of all classes of American people will not only be maintained . . . but that newer and higher standards will finally prevail."

"We should all exert ourselves, wherever possible, to urge painstaking economy in our local, state and national governments."

" . . . candy is properly numbered among the so-called depression-proof industries."

" . . . this problem (of prices and profits) calls, not for soft words, but courageous action."

"This job can only be done by the application of the highest type of human endeavor. This is encompassed in the magic word 'Co-operation.'"

"The jobber plays an essential part in candy distribution. We need him and we must exert ourselves to help him out of his present almost impossible position."

" . . . one of our problems intimately connected with that of price-cutting is the standardization of product which in turn will require standardization of materials and processes and ultimately simplification along many lines."

"Our major problems were not born of the depression nor will they automatically disappear with the return of normal economic conditions."

Candy will play an important role in this rejuvenated world of work and play if only we keep ourselves abreast of the times."

argument that the jobber is wholly responsible for his own troubles. This price cutting disease is just as infectious as smallpox. As long as we manufacturers sell one-half of our product through the jobber, his price cutting policies will react back upon us and we cannot inoculate ourselves with any serum potent enough to keep us immune from the disease. In any case, therefore, we

owe it as a duty to ourselves to devise some type of protection that we can throw around the jobber.

Price Cutting and Standardization

This modern orgy of price cutting is forcing upon our attention many problems that may at first thought seem unrelated. The manufacturer and jobber alike, being confronted with ruinous price cutting to such a degree that they are no longer able to dispose of their usual grades of candy except at a loss, substitute lower qualities and a second vicious circle results. This is forced by unequal competition within our tangled scheme of distribution resulting in price cutting. Then follows loss of profits, attempts to recoup lost profits by cutting quality, to be followed only by a new wave of price cutting. The jobber and the manufacturer alike are engulfed by this price competition which all but ignores the question of quality. In the meantime consumption suffers irreparably from this lowering of quality.

This unfortunate condition is made possible by an entire lack of any standards of quality for any types of candy, known to, or recognized by either manufacturer, distributor or consumer. Therefore, one of the problems intimately connected with that of price cutting is the standardization of product which in turn will require standardization of materials and processes and ultimately simplification along many lines. These desiderata are essential not only for the restoration of order and a reasonable degree of profit to our industry but also to enable us to compete on even ground with other industries in the future.

The Candy Institute

In this connection I can but reiterate the opinion expressed to this convention one year ago in my report as Chairman of the Research Committee, namely, that the best interests of the confectionery industry would be served by the formation of a Candy Institute the general purposes of which were at that time outlined as follows: "The ultimate objective of a Candy Institute would be to enable its members to produce and distribute the types of candy most acceptable to the consuming public for the widest possible variety of uses at the lowest possible cost and in the largest possible volume and with a reasonable profit."

CANDY'S WAY OUT

The Way Out

Our hope of finding a way out of our difficulties lies in the answers to the three following questions: Are these problems capable of solution? Is it possible to arouse the industry to a realization of the imperative need of a scientific basis for production and distribution? Is it possible to arouse the spirit and will for co-operation within the candy industry? The first question can be categorically answered in the affirmative in view of the fact that similar problems have been solved by other industries. That the industry is alive to the urgent need of fact finding for the industry is attested by the interest in and support of the work of your Research Committee as well as the work of the committee in charge of the cost of distribution survey. That this industry does know the meaning of the word "co-operation" and that it is capable of giving practical expression to this principle has been demonstrated beyond a doubt by its support of the educational and advertising campaign to the tune of a million dollars.

Candy Publicity

There is an important consideration that we should constantly keep in mind in our evaluation of the results of this advertising campaign. We went directly to the consumer at the very outset of this campaign five years ago without the expenditure of the large amount of time and money for fundamental work within the industry itself that many other industries have considered essential before undertaking a national consumer advertising campaign. Had our co-operative advertising campaign been preceded by a program of simplification and standardization of production and distribution within the industry itself, it would have been more effective. Notwithstanding our unpreparedness, however, this publicity campaign, as conducted, has brought about beneficial results fully commensurate with its cost. One has but to contrast the derogatory statements in the daily press of five years ago with the favorable publicity in the press today to be convinced that this campaign has been a profitable investment. One million dollars has been expended over a period of five years in this advertising campaign. This amounts to less than the cost of a one-cent stamp for each man, woman and child in the United States, or less than one-fifth of a cent per capita per year. Do any of

you think that you could accomplish more in any type of a national publicity campaign for one-fifth of one cent per capita per year?

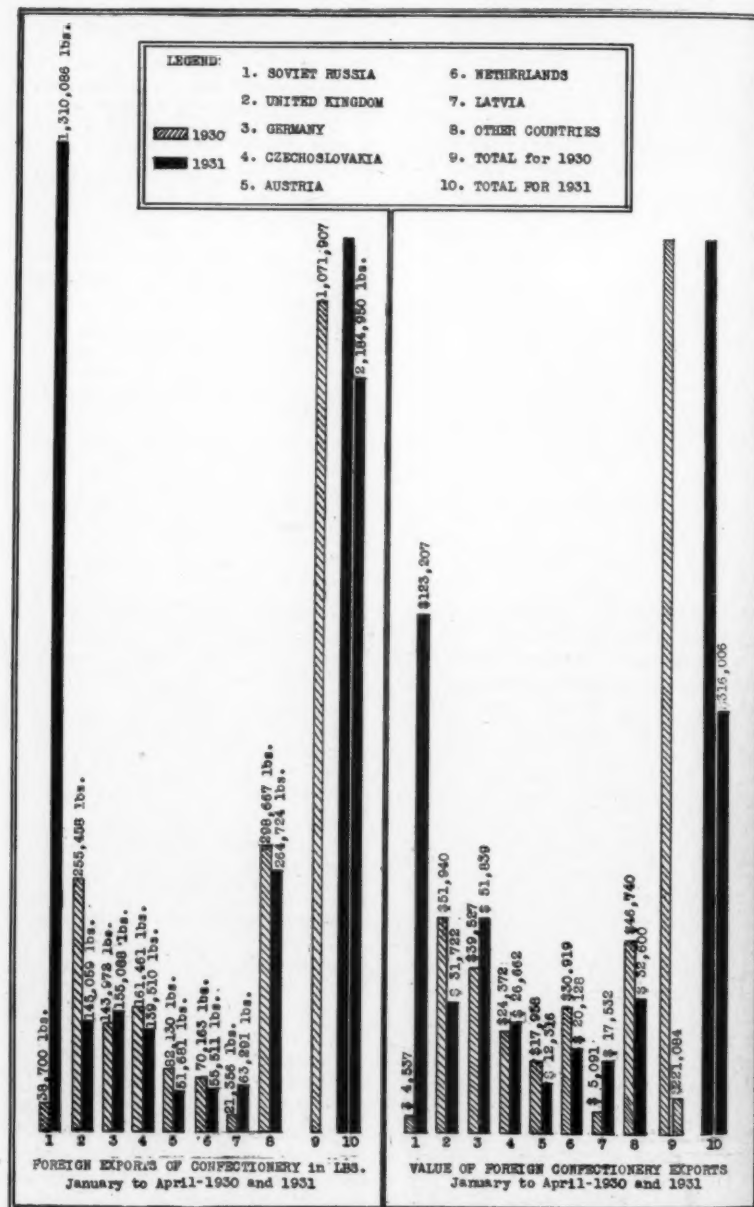
Bright Skies Ahead

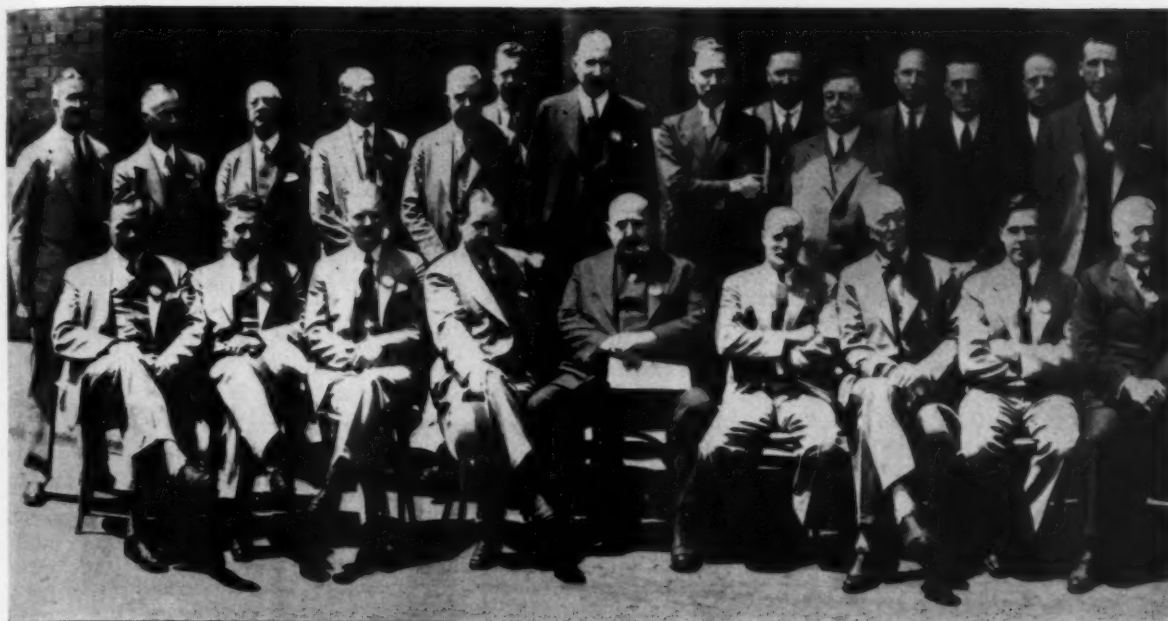
Our major problems were not born of the depression nor will they automatically disappear with the return of normal economic conditions. We can, without assuming the role of a prophet, aver that following this depression we will as a nation move into new high economic ground as we have in the past. Civilization has by no means reached

the acme of perfection. Science and industry have many new worlds to conquer. Just as the luxury of yesterday has become the necessity of today so will many of the dreams of today become the realities of tomorrow. We face a future full of possibilities for an even greater degree of leisure and an endless variety of pleasure-giving services and commodities with which to fill this leisure to the full.

Candy and Good Cheer

Candy will play an important role
(Continued on page 40)





James Wardropper of Rountree's Heads the Confectionery, Biscuit and Chocolate Industries of Canada---Convention at Toronto, May 28-29, 1931

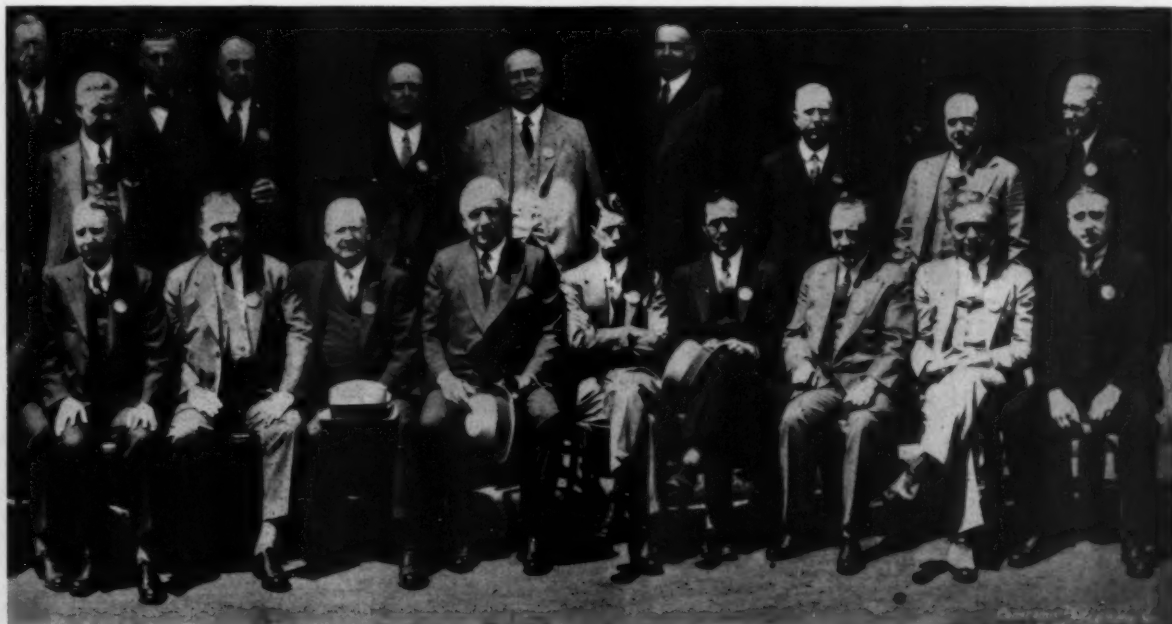
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Willards Chocolates, Ltd., Toronto

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Research Proves Cellophane's Performance on Candy

By L. B. STEELE

WE feel particularly honored to address today the members of that industry who were first to recognize the possibilities of transparent packaging and to those pioneers whose initial orders first encouraged the importation into this country of that material we know as Cellophane.

In the short space of seven years we have seen many other fields follow the lead of the candy industry in utilizing the combined visible and protective features of this material as an aid in marketing their products. The description in 1924 was "the material you see on candy boxes," today "the material you see on almost everything."

When domestic manufacture of Cellophane was first started the price of this material was so high that at least one candy manufacturer told us he kept it in his safe. Increased usage has made possible fourteen price reductions which have lowered the cost until today it is but 20% of its original price and need no longer be guarded in the safe. It is particularly gratifying that this candy industry has benefited from these reductions on the product they pioneered.

What is this product Cellophane? A product of the laboratory of cellulose chemistry. Made from purest spruce wood pulp, dissolved by the action of powerful chemicals into a liquid known as viscose. All of the original wood fibres are entirely removed thereby differing from paper or glassine in which they are merely beaten up but never entirely dissolved.

The viscose is allowed to age for a definite period under constant pressure and temperature to assure absolute uniformity. At the proper time it is then fed through a narrow slit into an acid bath where it solidifies into a sheet similar to the action

of egg white dropping into boiling water.

It is a close kin of rayon and the manufacture of the two products is very similar to this point. Rayon emerges from the nozzle as a thread, Cellophane as a sheet.

Returning to the process of manufacture, the sheet produced is fed through a series of baths which in turn wash, bleach and add glycerin as a softener. The film is dried by passing over a series of heated rolls and emerges as the clear, sparkling sheet with which we are familiar.

Special processes are used to produce moisture proofing, coloring and embossing where these effects are desired.

The original or regular Cellophane as first produced by the French has the property of being proof against dust, and air, and grease and oil but not against moisture. Consequently it had distinct limitations for products needing protection from within or without moisture.

The Du Pont chemical organization set to work and after a long period of experimentation produced a new type of Cellophane that had this desirable moisture resisting property to a remarkable degree. It was now possible to keep a product fresh as well as to show it openly. Naturally the candy manufacturers, having the twofold objective of securing added sales of their products and of building repeat business by delivering to the consumer candy in the fresh and delicious condition it leaves their factories; were particularly interested in the possibilities of this new transparent and moisture proof material.

The Protective Performance Tests

Having a laboratory product it was particularly fitting that we turn to the laboratory to deter-

mine by actual tests its performance from the standpoints of (1) protection and (2) visibility.

The varieties of candy selected for the protective performance tests were those of course that past experience indicated had a problem of being affected by exposure. They included hard candy, after-dinner mints, marshmallows, gum drops, jelly beans, fudge, bar goods, and glazed fruit.

These tests covered a period of 20 days under accelerated conditions representative of a normal six weeks' period. Fresh candy was secured of a representative type.

Let us take the tests one by one.

Hard Candy

Here is an item most susceptible to deterioration through moisture absorption. In the accelerated test conducted the original moisture content of the unprotected unit increased 1667% while in the Moistureproof Cellophane this amounted to only 189%.

After Dinner Mints

In this case a product that soon loses its flavor through exposure was tested showing that 60% of the original moisture content was lost when displayed without protection. The use of Moistureproof Cellophane reduced this to 12%.

Marshmallows

This type of candy of course is greatly affected by moisture loss as shown in the test when the unprotected units moisture content decreased 46% while that in Moistureproof Cellophane decreased only 1%.

At the end of 6 days the unprotected bulk marshmallows were hard and inedible; at the end of 20 days the others were in excellent condition.

Gum Drops

This product may either gain too much moisture, or in certain climatic conditions dry out and become inedible.

Drying out of the bulk item showed a loss of 16% reduced to less than 4% in Moistureproof Cellophane.

Reversing the procedure under high humidity the bulk gum drops gained 36% while those in Moistureproof Cellophane packages gained less than 3%.

Jelly Beans

Another bulk item was shown to gain 44% additional moisture; when protected by a Moistureproof wrapper just 3%.

The unwrapped beans had lost their lustre at the end of 2 days and at the end of the test were in a distinctly sticky condition. The wrapped beans were in excellent shape.

Bon-Bons

Here is another product very likely to dry out and therefore a problem from a protection standpoint. The test showed that without adequate moisture protection 29% of the original moisture content was lost. With the Moistureproof Cellophane added this was reduced to between two and three per cent. The unprotected bon-bons were hard as a rock but the others despite this acute exposure were still quite edible.

Fudge Bars

Fudge is the type of candy that has always presented difficulties from a moisture protection standpoint. In the test conducted the unwrapped fudge bar lost practically half of its original moisture content, whereas when protected with Moistureproof Cellophane less than eight per cent was lost. From the edibility standpoint, the unwrapped bar had hardened considerably and lost its soft, creamy texture. The wrapped bars showed practically no change from the original condition.

Peanut Bars

The test on this popular unit demonstrated how much it needs moisture protection. Under high humidity conditions there was an increase of 500% over the original moisture content. In Moistureproof Cellophane this was reduced to 84%. Under these extreme conditions the condition of the unwrapped bars was naturally very sticky, while the wrapped bars were still quite salable.

Chocolate Coated Bar

In this very important field we naturally find such a wide variety of conditions based upon the individual content of the various bars, that it is well apt to draw blanket conclusions.

The chocolate coating necessarily acts as an excellent protection for the moisture in the bar and many of



MR. STEELE is assistant director of sales in charge of advertising and sales promotion for the Du Pont Cellophane Company. In his address before the recent N. C. A. convention he described various tests made by his company to determine the performance of their transparent cellulose wrapping materials from the standpoints of protection and visibility. Mr. Steele's talk, in which he gave the results of these tests, is reproduced herewith in full.

the well known pieces do not need any special moisture protective wrap.

There is one exception to this, as the test showed one bar in its present paper wrap developed a moisture loss of 38%. This could be reduced with Moistureproof Cellophane to less than 10%.

Glaced Pineapple

In this type of glazed fruit protection against extreme moisture or dry conditions seems very desirable as demonstrated by the test. Under low humidity 21% of the original moisture was lost unwrapped and this was reduced to less than 8% when Moistureproof Cellophane was used.

Under high humidity the original moisture increased 14% when unprotected, as against slightly over 1% when covered with Moistureproof Cellophane.

We realize that not all products of each class referred to would duplicate the results shown. We merely offer them as typical as a suggestion that each particular manufacturer check the performance of his own item in some such manner.

It would not be fitting to make no reference to adhesives for many of you gentlemen may have the opinion that "this is fine stuff but I can't stick it." Well, the last four months has developed an adhesive-Methyl Cellosolve—that would seem to offer the solution to many adhesive problems. More data on this will be given to anyone interested.

Visibility and "Appetite Appeal"

Turning from protection performance to visibility performance we have naturally in candy a product that lends itself to visibility and

whose appearance is in itself a powerful sales aid.

You have heard and used many times the expression "appetite appeal" but perhaps you may not have fully realized that this is more than just a selling phrase but an actual fact that becomes a fundamental in your plan of candy merchandising.

Did you ever hear of the saliva meter? Well that is a device developed by one of our great universities to actually measure the flow of saliva.

By means of vacuum, tiny tubes are held in position over the salivary ducts in the mouth and other similar tubes permit the saliva to flow down into minute registers where it is counted drop by drop.

Among the many types of tests conducted are those referring to visibility that will be of particular interest.

A black and white photograph of an appetizing product shown to the hungry person equipped with this salivimeter started an increased flow of saliva.

A color illustration brought more. When the product itself was shown the increase was greater still.

This remarkable measurement I mention because it serves as a background for the candy visibility tests conducted by our Market Research Department in typical stores.

This series of tests covered three periods. A non-visible wrapper was used the first period, a transparent or visible wrapper the second period and both types side by side the third period. All factors of price, display, etc., were the same.

These visibility performance tests included hard candy, gum drops, marshmallows, mints, chocolate bars, peanut bars and other repre-

RESEARCH PROVES CELLOPHANE

sentative bar goods. Here are the results.

Hard Candy

Four ounces selling for 5c was the unit used. In the first week in the non-transparent wrap the sales were eleven.

The second week in a visible wrap the sales were seventeen. When the visible and non-visible units were shown side by side the third week a distinct trend towards the visible package was noted.

These tests are necessarily limited in their scope but indicate fundamentals that are undoubtedly representative of more extensive application.

Gum Drops

The package consisted of six units for 5c. The first week's sales in a non-transparent wrap totaled nine. The next week in a visible wrap fourteen—and the third week in both wraps side by side the sales were fourteen of the transparent, four of the non-transparent or eighteen in all.

Marshmallows

The period in this test was slightly different. An eight ounce box of marshmallows was tested—the first week's sales consisted of eight. When a five ounce visible package selling at the same price was shown

in addition to the box, sales jumped to twenty-four consisting of twenty-two visible packages and two of the box.

Mints

A well known mint patty had a sale of thirteen in an opaque wrap. When changed to a visible wrap the sales increased to fifteen—and when both were shown side by side to twenty-one.

Peanut Bar

In the case of a well known peanut bar with half the units in opaque wraps and half in visible wraps, showed a preference on the part of the buying public for the visible wrap in the ratio of 24 to 7.

Chocolate Bar

A favorite chocolate bar displayed in an opaque wrap brought sales to six the first week. In a transparent wrap twenty-one were sold and the third week when displayed side by side, sales amounted to thirty-one in the ratio of 24 to 7.

Milk Chocolate Bar

Another advertised bar in an opaque wrap showed sales of twenty-six. The next week in a transparent wrap, sales recorded were thirty-six and the following week with the two types of wraps displayed—thirty-six again.

Chocolate Coated Bar

The sales from one prominent bar in a non-transparent wrap showed eighteen. Transferred to a visible wrap the second week sales amounted to twenty-four and the third week to thirty-eight when displayed side by side.

Taffy Bar

Another interesting test showed comparison between two almost identical units—one an advertised bar in an opaque wrap and the other an unadvertised bar in a transparent wrap. The preference of the buying public was a ratio of 106 to 72 in favor of the visible wrap.

Sales of this well known, nationally advertised bar in a non-transparent wrap were twenty-one. The power of visibility was shown when in the transparent wrap the sales jumped to sixty-eight. In the third week when shown side by side the sales were fifty-nine and in the ratio of 52 to 7 in favor of the transparent wrap.

The results of these tests would not necessarily be duplicated everywhere. We merely submit them as suggestions that each manufacturer can determine in his own particular locality just what results will be produced there.

Candy's Way Out

(Continued from page 36)

in this rejuvenated world of work and play if only we will keep ourselves abreast of the times. Whether in times of prosperity or adversity, the world always needs more cheer. It is admirable, of course, to preach the gospel of hard work and closer attention to business, but we are so constituted that we do our best work when we are in a satisfied frame of mind. What this country needs is more cheer, and it is as purveyors of cheer that confectioners right now are entitled to a front seat in the sun. You are all familiar with Edgar Guest's poem about "The Candy Man." Guest said he envied us because we give so much pleasure to our fellow-men.

Candy eating is one of the simplest and most universal of relaxations and one that involves the smallest cost. Candy soothes the nerves; it repairs the ravages of intense mental and physical effort.

Show me the business man who keeps a box of candy in his desk and I will show you one who does not let the present industrial situation disturb his mental equilibrium. If the economic changes now under way emphasize the true value of the simpler, thriftier pleasures such as eating candy, everybody will benefit in the end and good times will be in store for the candy industry. There are plenty of evidences that a movement back to the simpler pleasures and entertainments is under way. The jazz age is on the wane. People spend more time at home; the old parlor games are coming back. Young folks are less inclined to "go places" than they were a couple of years ago. They are beginning once more to gather in each other's homes and amuse themselves with the simpler pastimes, many of which were popular when the men and women of my own generation were

boys and girls. This may be one result of "hard times," but whatever the cause this is an outcome that no one can deplore—and least of all the confectioner; for what is a home party without candy? and lots of it?

We are wondering if many of the conventioners who attended the N. C. A. dinner dance had the same form of drowsy to which Dr. Donald A. Laird of Colgate University referred in his address on fatigue. One of his patients, he said, developed drowsy and heart trouble. She would drop into a chair and not have the heart to get up!

In the recent exhibit of Chicago's newspaper advertising for the past year, arranged by the Advertising Council of the Chicago Association of Commerce, at the Merchandise Mart, DeMet's, confectioners, were awarded honorable mention for their candy advertisement entitled "Mother's Day," in the classification of best single advertisement. The exhibit included more than 600 individual advertisements.

1931 JUNE 1931						
SUN	MON	TUE	WED	THU	FRI	SAT
7	1	2	3	4	5	6
14	8	9	10	11	12	13
21	15	16	17	18	19	20
28	22	23	24	25	26	27

1931 JULY 1931						
SUN	MON	TUE	WED	THU	FRI	SAT
5	6	7	1	2	3	4
12	13	14	8	9	10	11
19	20	21	15	16	17	18
26	27	28	22	23	24	25
			29	30	31	

The CANDY MAN'S CALENDAR

JUNE
6th Month
30 Days { 4 Saturdays }
 { 4 Sundays }

Birth Stone: Pearl
Birth Flower: Honeysuckle

JULY
7th Month
31 Days { 4 Saturdays }
 { 4 Sundays }

Birth Stone: Ruby
Birth Flower: Water Lily

Day of Month	Day of Week	EVENTS
1	M	Annual five-day convention, National Confectioners' Association, Hotel Stevens, Chicago, Ill.—Two-day production conference, American Management Association, Rochester, N. Y.—Meeting directors, Fruit & Flavor Syrups Association, Boston, Mass.
2	Tu	This is fumigation time. Should be attended to this month.
3	W	Birthday of Jefferson Davis. Observed in Southern States only.—Monthly meeting, Retail Confectioners' Association, Philadelphia, Pa.
4	Th	Monthly meeting, Buffalo Confectioners' Association, Buffalo, N. Y.
5	Fr	National Confectioners' Association convention adjourns until next year.—Monthly meeting, Wolverine Candy Club, Hotel Norton, Detroit, Mich.
6	Sa	Time to plan Fall deals.
7	S
8	M
9	Tu	Monthly meeting, North Pacific Nut Growers' Co-operative, Dundee, Ore.
10	W	Christmas samples should be ready to go to jobbers for future orders.
11	Th	Annual members' meeting, California Walnut Growers' Association, Los Angeles, Calif.
12	Fr	Remember—the Fall holidays are especially good ones for moulded goods. Get busy on them!
13	Sa
14	S	Flag Day and Father's Day.
15	M
16	Tu
17	W	Monthly meeting, Diligence Club, Reading, Pa.—Annual two-day convention, Pennsylvania Confectioners' Association, Galen Hall Hotel, Wernersville, Pa.
18	Th	Monthly meeting, Confectionery and Chocolate Manufacturers of New York State, Hotel Pennsylvania, New York City.—Regular meeting, The New York Candy Club, Inc., Hotel McAlpin, New York City.
19	Fr
20	Sa	Children's Day. You can't give 'em anything they'll like better than candy.—Candy Executives' Club Beach Party (tentative).
21	S
22	M	Monthly meeting, Candy Executives and Allied Industries Club, New York City.—Annual five-day convention of the National Association of Credit Men, Boston, Mass.
23	Tu	Monthly meeting, Candy Square Club, Hotel McAlpin, New York City.—Annual two-day meeting, Southeastern Peanut Association, Dixie Sherman Hotel, Panama City, Fla.
24	W
25	Th
26	Fr
27	Sa	National Association of Credit Men's Convention ends.—N. A. C. M. Group Conferences (Candy Credit Men),
28	S
29	M	Extra Summer business can be had with a few cool looking ½-pound and 1-pound assortments.
30	Tu

Day of Month	Day of Week	EVENTS
1	W	Monthly meeting, Retail Confectioners' Association, Philadelphia, Pa.
2	Th	If your plant hasn't been fumigated by now you can expect a fine lot of moths to hatch out within the next sixty days.
3	Fr	Monthly meeting, Wolverine Candy Club, Hotel Norton, Detroit, Mich.
4	Sa	Independence Day.
5	S
6	M	Meeting directors, Fruit Flavor Syrups Association, Boston, Mass.
7	Tu	Annual three-day convention, National Retail Grocers' Association, Milwaukee, Wis.
8	W
9	Th	Monthly board of directors' meeting, California Walnut Growers' Exchange, Los Angeles, Calif. Monthly meeting, North Pacific Nut Growers' Co-operative, Dundee, Oregon.
10	Fr
11	Sa	Have you planned your semi-annual inventory?
12	S
13	M
14	Tu	World's Dairy Congress opens, Copenhagen, Denmark (July 14 to 17).—Annual three-day gathering, National Confectionery Salesman's Association at Windsor, Canada.
15	W	Annual convention, Southern Wholesale Confectioners' Association, Hotel Ansley, Atlanta, Ga. (2 days only).—Monthly meeting, Diligence Club, Reading, Pa.
16	Th	Monthly meeting, Confectionery and Chocolate Manufacturers of N. Y. State, Hotel Pennsylvania, New York City.
17	Fr	Last day Copenhagen Dairy Congress.
18	Sa
19	S
20	M	Tips on window displays will help your dealers sell more summer goods. There's a big job for your sales force.
21	Tu
22	W	This is a good time for your semi-annual housecleaning, inspection and overhauling of machinery, etc.
23	Th
24	Fr
25	Sa
26	Su
27	M	Monthly meeting, Candy Executives and Allied Industries Club, New York City.
28	Tu	Monthly meeting, Candy Square Club, Hotel McAlpin, New York City.
29	W
30	Th	Oh, yes! How about that sanitation survey?
31	Fr	Have you planned for Fall, Labor Day, Sweetest Day, Thanksgiving and others?

The Psychology of Everyday Foods*

IN the *New York Times* for April 14, 1929, I reported on work being done in several laboratories which indicated that the misleading admonition to "Tell me what you eat and I will tell what you are" might actually become an accomplishment of science in the near future.

I did not have in mind at that time exactly what transpired in the soda fountain when the counter philosopher said in a loud voice, "Tell me what you eat and I'll tell you what you are," and the little man a few stools down the counter piped up meekly: "Cancel my order for a shrimp salad."

There are some two hundred detailed research reports by psychologists and biochemists which indicate encouragingly that body chemistry and the food stuffs which enter into its maintenance have a profound relationship to many personality characteristics. Both abnormal and normal personality traits appear to come under the sway of diet in many instances.

The energetic, vivacious, lively personality associated with an active thyroid gland is dependent upon a food supply that has adequate amounts of iodine. The reason the "life of the party" is not a "wall-flower" is more likely to be due to iodine content in his food than to the fact that he learned to play the saxophone in ten easy lessons by mail.

Sea foods are rich in iodine. So perhaps the meek man at the soda fountain counter should not have countermanded his order for shrimp salad!

Persons with an excitable make-up have been found by Dr. Gilbert J. Rich to have an alkaline reaction in both their blood and saliva. Can we indulge our imaginations a bit and wonder if the younger generation is becoming more excitable and wild from eating an excess of alkaline foods? Or whether the ex-

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Dr. Donald A. Laird,
Director

Colgate Psychological Laboratory,
Hamilton, N. Y.



citable person would have his personality tempered in this quality if he followed an acid-forming diet of eggs, red meat, oatmeal, wheat, bacon, and rice predominate? Or whether the depressed or moody individual would be helped toward a more normal emotional life by an alkali-forming diet of celery, cabbage, prunes, turnips, citrus fruits, beans, potatoes, peas, apples, and corn?

Effect of Taste on Digestion

Our recent research into the psychology of nutrition at the Colgate Psychological Laboratory has proved that tastes—even tastes without swallowing—have a definite tendency to stimulate or inhibit the flow of saliva and gastric juice, both very essential to good and efficient digestion. Sweet tastes, more than any of the other elemental tastes, were found to cause the quickest and most consistent secretion of the juices essential to digestion. We know, of course, that cantankerous and pessimistic persons often have dyspepsia and other ailments of the

digestive apparatus, so it is not too much to assume that in many cases their diets are lacking in the foods which aid the digestive functions.

For example, within two minutes after taking a sweet or salt taste into the mouth gastric secretion was increased. We have used some complicated foods in this phase of the work. A sweet chocolate bar and vanilla ice cream have been used, and both produced a greater and more consistent stimulation of the flow of gastric secretion than the simple taste solution. But when a small amount of quinine solution is combined with the ice cream, so that it has a bitter taste, there is no gastric stimulation from it.

These findings are of greatest importance. In their broader aspects they show the need for considering taste as well as chemical balance in preparing menus. More specifically they show that the old-fashioned custom of a sherbet with the heavy course has advantageous psychological values in stimulating the flow of gastric secretions. Or that a new fashion of a second dessert about an hour after dinner in which sweet tastes predominate will provide a valuable psychological lift to the digestive processes. But this is getting a bit ahead of our story.

Fatigue, sleep, and that tired feeling also appear by recent work to be a result to some extent of the food used to support the bodily activities.

Why We Get That Tired Feeling

During the past few years we have engaged in experiments at Colgate to test the role of diet in fatigue. We have worked with massive doses of sodium bromides, in cooperation with the Utica State Hospital, and on common carbohydrates.

The work on carbohydrates is especially interesting and practical. The carbohydrate used principally has been common cane sugar. This was used for three reasons: It is one of the most quickly absorbed foods,

requiring a minimum of digestive time and effort. It readily becomes glycogen with a minimum of intermediate changes. And control foods can be readily prepared.

This last factor of control foods is tremendously important in such experimentation. We must avoid any prejudice or bias on the part of the "human guinea pigs" on whom we are experimenting. Foods and drinks can be prepared without sugar, but still made to taste exactly like those prepared with sugar. In all of our fatigue experiments data have been obtained from the subjects without their knowing whether they had the carbohydrate or not. Only one person—Hilda Drexel—knew which subjects had received the sweet carbohydrates until the data were to be tabulated and studied. But some of our human guinea pigs could tell, not by taste, but by their subjective feelings of fatigue after exercise.

One experiment dealt with fatigue from ordinary stair climbing. We did not have subway stairs to climb, but the stairs in the laboratory building were just as useful for climbing. Stair climbing was used because it consumes roughly fifteen times as much bodily energy as covering the same distance on the level. We experimented on twelve healthy and vigorous young men. They were given two testings each day, one before climbing the stairs and another just after this exercise.

Worse results at the second testing indicated real fatigue of the system of nerves and muscles. The speed and accuracy of coordination of the eye and hand (visual reaction time), general muscular coordination, body sway, "lag of attention" and speed of mental addition were all impaired to a greater or lesser extent by this moderate exercise.

But this impairment was offset on the days when the human guinea pigs had been given a drink containing 2.3 ounces of concentrated carbohydrate forty minutes before the stair climbing. Forty minutes before each day's testings, of course, they were given a drink by Miss Drexel, but they could not tell from the taste whether they were receiving the "carbohydrate cocktail" or the control drink free from carbohydrates. They were in the same unprejudiced state as the Scotchman's mule who would eat either straw or excelsior if green glasses were over his eyes. The test foods were given

In this abstract of his Convention address Dr. Laird points out the important relationship between taste and the palatability and digestibility of foods. . . .

forty minutes before the exercise since the more readily assimilated carbohydrates such as sugar are well into the system by that time.

Sugar-fed Hikers Least Weary

For most of us lag of attention and coordination mean little. We simply find ourselves awkward at times, or find it difficult to keep our minds directed toward what we want to do. It is the tired feelings which we experience rather than what brass instruments say, that is most keenly felt if not most convincing. Another Colgate experiment delved into these feelings of fatigue, using an inventory of fifty-six ways in which that tired feeling may make itself known. Another ten young men volunteered as subjects. They took eight-mile cross-country hikes through the Chenango Valley. Eight miles, incidentally, are just slightly longer than domestic scientists tell us the average housewife walks around her house during the day.

An eight-mile hike under ordinary conditions precipitated about the same number of feelings of fatigue as going without sleep for one night. On some hikes the hikers ate generously of an assortment of candies rich in carbohydrates, while on other hikes they used assortments of synthetic candies with the same tastes as real candy, but lacking in carbohydrates. One-third fewer feelings of fatigue appeared after the hikes when the carbohydrates were munched.

How Taste Effects Digestion

The most recent experiments in the Colgate laboratory, and which are now described publicly for the first time, have dealt with the influences of elementary tastes upon the processes of digestion.

Some elaborate, delicate and especially designed equipment was used in our laboratory research into the psychology of nutrition. With

it we succeeded in obtaining graphic and permanent records. Then, too, some unusual methods were adopted to obtain results. One of these was the swallowing of sterilized toy balloons attached to a tube. We could inflate these balloons after they were swallowed and then measure stomach contractions. Other apparatus enabled us to retrieve foods at regular intervals for purposes of analyses, so that the quantity of gastric juice could be definitely ascertained and the stage of digestion determined.

Remarkable ingenuity has been shown by the advanced students working on various phases of this study and the results to date have been more than our modest first hunches led us to expect. It is rather definitely indicated, for instance, that the taste of food is more important in determining digestibility than its appearance. We may eat to a slight extent with our eyes, but we eat much more with our taste buds.

The Four Elementary Tastes

Our work so far has been principally with the elementary tastes of sweet, sour, salt, and bitter. There are no other taste sensations. Ordinary food provides a blending of these four taste sensations, to which is added the olfactory sensations from the smell of the food and touch sensations such as warmth or smoothness from the physical state of the food. As commonly (and wrongly) used, the term taste covers both the smell and feel of food.

Odorless and colorless liquids were developed by Cameron Farquhar and Richard Kehoe to give the four simple tastes of sweet, sour, salt, and bitter. These were further standardized by the laboratory workers so that equality of strength of taste was obtained. The sweet must be no more sweet than the bitter is bitter, otherwise the results

PSYCHOLOGY OF EVERDAY FOODS

would be misleading since it could not be told whether the effects were due to the type of the taste or to the strength. These colorless and odorless solutions which make up our "taste thermometer" were invaluable for the experimental work, but we are not recommending their use at the table.

How does the simple quality of taste affect the outpouring of saliva? To ascertain this a platinum-plated collecting disc was placed over the principal discharging duct and held firmly in place by vacuum. As saliva was secreted it flowed through a small tube which led to a sensitive electrical recorder, devised by Wayne G. Benedict, Jr., and the late Lawrence Johnson. The collecting apparatus was placed in the human guinea pig's mouth and his flow of saliva was recorded automatically on a moving strip of smoked paper. After a ten minute record with no taste being used he would then be given a small quantity of the colorless taste solution to hold in his mouth for half a minute.

The Effects of the Different Tastes

By and large, the salt and bitter taste produced no definite or consistent increase in the flow of this digestive juice. Sweet and sour, however, brought an increase of about 30 per cent in the flow of saliva. The sour taste produced a sudden rush of saliva which was temporary and followed by a decrease, as though nature were trying to wash away or dilute an unpleasant substance. The sweet taste produced a steady and moderate increase which was still in effect five minutes after the taste had been removed from the mouth.

What effect do these simple taste qualities have upon the flow of gastric juices? This was found out by giving the human guinea pigs a standard test meal of rather simple nature, following which they were given a unique dessert in the form of a small rubber tube which was swallowed with one end being carefully pinned to their coat lapel. At intervals of ten minutes samples of test meal were obtained through this tube and analyzed to measure the amount of gastric secretion. The generosity in giving the subject a free meal was somewhat misleading, since a large portion of the meal was thus retrieved in this fashion to find out the amount of gastric secretion.

It was found that salty tastes stimulate to a slight degree the gastric juice flow while bitter or sour tastes have no effect. Sweet tastes are by far the greatest stimulators of gastric juices and of all sweets a chocolate bar was found to have the greatest effect.

From our records we learned that between one and two hours after eating a normal dinner, the natural flow of gastric juices reaches a vanishing point. But unfortunately for ourselves, all the food in the stomach has not been completely digested in this short time and more gastric juices are needed. We had already learned that the sweet taste acted as the greatest stimulator and in order to bring the gastric flow back somewhere near the level it attained during the meal, further sweets were given. The results were immediately obvious.

From this it is logical to conclude that a second dessert taken about one hour after dinner in the form of a few pieces of candy, some sweet cakes, in fact anything that is sweet, is not only a pleasant aftermath to the dinner, but is really a valuable aid to good digestion.

Wholesome Is as Wholesome Does

Digestion, we found, is definitely influenced by psychological factors as well as by the chemical composition of the foods eaten. And taste is one of the important psychological factors. Our work on taste suggests that the tastes of foods may be as important as their vitamins and calories. At any rate digestibility is affected more by taste than by the appearance of food.

The old Puritan notion that things were good for the development of our souls if we did not like them seems to have carried over to influence the average person's attitude toward scientific feeding and eating. But these recent laboratory studies as well as the observations of many nutritionists suggest rather that wholesome foods are wholesome in proportion to the pleasure we derive from their taste. Good foods may be good for us only if we like them. Foods are not used by test tubes or white rats but by people with tastes, by human beings with likes and dislikes.

The tendency in diet work the past few years has been to neglect taste to a large extent. This is due probably to psychologists not hav-

ing become interested in their phases of the field of nutrition until fairly recently. The psychologist should follow the trail blazed by the biological chemist and revitalize physiological psychology.

U. S. Imports of Confectionery—First Quarter, 1931

CONFECTIONERY imports during the first three months of 1931 amounted to 1,746,217 pounds, compared with 780,581 pounds during the March quarter of 1930. Increased imports from Soviet Russia—1,060,251 pounds in the 1931 March quarter, against 38,700 pounds in the three months of 1930. Shipments from Czechoslovakia decreased from 146,559 to 117,433 pounds, and those from the United Kingdom from 165,620 to 100,983 pounds in the January to March period of this year, as compared with 1930. The total of imports from all other countries was 467,550 pounds, or an increase of 37,848 pounds.

Porto Rican Refined Sugar Exports Grow

SHIPMENTS of refined sugar from Porto Rico to the mainland during 1930 reached a total of 151,278,725 pounds, a record figure, and one considerably in excess of the total of 1929, which was 88,183,425, according to the Bureau of Commerce and Industry. The growth in the export movement of refined sugar is shown by comparison with the 1927 total, which was 37,250,000 pounds. Shipment of refined sugar reaching Porto Rico from the mainland have declined steadily from about 5,500,000 in 1924 and 1,000,000 in 1927 to approximately 250,000 pounds in 1930.

Modern Chocolate Factory Operates in Yauco

SOLIVELLAS & CO., Sucrs., at Yauco, have opened a new chocolate manufacturing plant for the production of a high grade product known as "Chocolate Rico." This company is making both sweet chocolate tablets for drinking and cooking purposes, and milk chocolate. They are being manufactured under the direct supervision of an expert with years of experience in some of the leading foreign candy factories. It is reported that government chemists have tested the products of the new plant and found them of exceptional quality and purity.

Another Chocolate Factory for Porto Rico

PORTO RICO'S second chocolate factory recently started operations in Santurce, a suburb of San Juan. The new factory is owned by Sucrs. de M. Sobrino & Co., S. en C., and the chocolate is being marketed under the trade-mark "La Suiza." Both eating and drinking chocolate in tablets is being made.

TRADE MARKS for Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

DUBBIE BALL, Frank H. Flee Corporation, Philadelphia, Pa., chewing gum comprising a core of chewing gum and a thick coating or covering of hard candy. Use claimed since Sept. 19, 1930.

MASKEY'S, Anna Maskey, doing business as Maskey's, San Francisco, Calif., candies. Use claimed since June 18, 1901.

Mask and key design, Anna Maskey, doing business as Maskey's, San Francisco, Calif., candies. Use claimed since December, 1886.

MASKEY'S, Anna Maskey, doing business as Maskey's, San Francisco, Calif., candies. Use claimed since December, 1886.

OH BOY, The Goudey Gum Co., Allston, Mass., chewing gum. Use claimed since Oct. 25, 1918.

HONEY MOONS, Orbit Listered Gum Co., Chicago, Ill., chewing gum. Use claimed since March 13, 1931.

ZERO, F. A. Martoccio Co., doing business as Hollywood Candy Co., Minneapolis, Minn., candy bars. Use claimed since March 20, 1931.

KOLD KUB, Kold Kub Co., Dallas, Tex., frozen confections. Use claimed since June 21, 1930.

ESKIMO FRUIT PIE, Eskimo Pie Corporation, Louisville, Ky., ice cream and candy confection. Use claimed since May 1, 1928.

MAYAM, Mayam, Ltd., London, England, chewing gum. Use claimed since July, 1929.

GOOD NEWS, M. J. Holloway & Co., Chicago, Ill., candy bars. Use claimed since April 15, 1923.

GENEVIEVE, Meyer H. Abelson, Wilkes-Barre, Pa., candies. Use claimed since 1915.

CONFEX, Benjamin B. George, Cincinnati, Ohio, cooked icing. Use claimed since Jan. 22, 1931.

THEY ARE BETTER, and picture of baker, J. S. Ivins' Sons, Inc., Philadelphia, Pa., cookies, cakes and crackers. Use claimed since Jan. 18, 1930.

JUST ENOUGH, Puresweet Confections, Inc., Tulsa, Okla., candy. Use claimed since Oct. 28, 1929.

SWEET TREAT, Nyal Co., Detroit, Mich., candy. Use claimed since Aug. 28, 1930.

YK, and picture of yellow kid, Pulver Co., Inc., Rochester, N. Y., chewing gum. Use claimed since Sept. 18, 1930.

THE FORSITE CLUB, Chas. W. Bauermeister Co., Terre Haute, Ind., crackers. Use claimed since 1929.

SENFORMOR, Edith K. Baker, Fort Myers, Fla., candies and candied fruits. Use claimed since March 3, 1930.

CAROLINA BLACKS, E. J. Brach & Sons, Chicago, Ill., candy. Use claimed since Dec. 1, 1930.

NUT-O-WHIP, Arthur W. Fey, Hazelton, Pa., marshmallow whip containing nuts. Use claimed since Feb. 28, 1931.

PICNIC JIMMY, Youngs Candy Products Co., Inc., Philadelphia, Pa., filled taffy candy. Use claimed since 1928.

HELLO, WORLD, Lola Kitt, Menasha, Minn., candy. Use claimed since Jan. 1, 1930.

TOM THUMB, H. E. Scheidt, Lyle, Wash., candy bar. Use claimed since Dec. 13, 1930.

E-Z-PY, Brechet & Richter Co., Minneapolis, Minn., fillings and dressings for cakes and pastry. Use claimed since Aug. 19, 1930.

BROWN GIANT, Red Wing Corporation, Dayton, Ohio, frozen confections. Use claimed since June 1, 1931.

BIG TOP, The Wilson Products Co., Inc., candy and popcorn confections. Use claimed since March 1, 1931.

CARO-MAID, The Wood Grocery Co., doing business as Caro-Maid Ice Cream Co., Dillon, S. C., ice cream, sherbets, ices and frozen confections. Use claimed since March 25, 1931.

JOFFE'S, and heart design, Joffe Brothers, New York and Brooklyn, N. Y., candied popcorn. Use claimed since Feb. 4, 1931.

LIFE SENTENCE, Ralph L. Hesly, St. Paul, Minn., candy. Use claimed since April 3, 1931.

TOUCHDOWN, J. B. Chambers, doing business as Chambers Candy Co., Griggin, Ga., candy. Use claimed since May 1, 1929.

CANTEEN, Automatic Canteen Co., Chicago, Ill., candy bars. Use claimed since Sept. 15, 1929.

DOCTOR'S ORDERS, Dante Candy Co., Chicago, Ill., candy bars. Use claimed since Sept. 15, 1930.

EASY WHIP, Virginia Dare Extracts Co., Inc., Brooklyn, N. Y., preparation in powder form to be added to other ingredients in the preparation of icings, toppings and the like. Use claimed since Nov. 4, 1930.

POLAR DOG, The Empire Sales Co., Waterbury, Conn., frozen confections. Use claimed since September, 1930.

HELENE THERESE, Helen T. Brook, Inc., Brooklyn, N. Y., candy. Use claimed since March 10, 1931.

SOYO, S. B. Thomas, Inc., Long Island City, N. Y., bread. Use claimed since Nov. 29, 1930.

Attendance Prize to Dilling & Co., Indianapolis

"Who's that crowd in Doc Jordan's booth?"

"Why that's Kronkite from Dillings; and there's Frank Dilling himself," said a supply man viewing an interested group of men studying the exhibits across from the MANUFACTURING CONFECTIONER'S booth at the N. C. A. exposition.

We both butted into the party and met seventeen representatives from Dilling's factory—the chairman of the board, vice president, treasurer, secretary, sales manager, superintendent, and assistant superintendent and eleven foremen! It is a safe bet that this was one of the most profitable of days to the Dilling Company, who journeyed from Indianapolis, Ind., to take in the convention and exposition. Why not more of these factory expeditions which would give an added stimulus to the industry's annual review of the latest in production methods, materials and equipment.

Candy Credit Men Meet

ONE of the numerous credit group conferences to feature the 36th Annual Convention of the National Association of Credit Men at Boston, Mass., June 22-27, will be that of the group representing the confectionery industry. About 75 credit executives under the chairmanship of Mr. W. B. Hughes, credit manager of Wallace & Company of Brooklyn, N. Y., will meet along with the other groups on Friday and Saturday, June 26th and 27th.

The purposes of these groups, operating under the Association's supervision, are manifold. They aid in the establishment of better credit techniques in the reduction of credit losses, and in the improved organization of credit departments.

Hill with Hamilton

MR. M. E. HILL, formerly field representative for the advertising and educational campaign of the National Confectioners' Association, has just been appointed special representative of the Hamilton Manufacturing Company of Minneapolis, Minn.

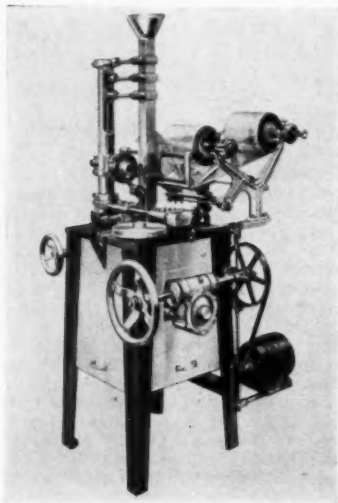
"Whatever else may be said of the candy industry, its members can take a deep and personal pride in the national and international reputation it has gained for progressive cooperation. In Washington and elsewhere throughout the country the example set by the candy industry in its survey programs is being recommended to and followed by other industries, many of which you might casually think of as being better off than yourselves."—Capt. R. L. Purdon, U. S. Dept. of Commerce.

... Seen at the Show ...

New Processes, Materials and Equipment Make Their Debut to Candydom

Display Ornaments

The popular craze for spinning wheels, covered wagons, stage coaches and other reproductions of the relics of by-gone days found expression in the rather elaborate line of decorations displayed by the American Art Wood Products Corporation of Terre Haute, Indiana. The models are intended for mounting on the covers of super-candy chests, being rather large in size and easily removed for mantel or other ornamentations in the home.



Automatic Packaging Machine

THIS is a machine for automatically forming, filling and sealing of transparent cellulose packages. The product to be packaged is taken in at the hopper and dropped into the tube of wrapping material while the bottom fold is being formed and is supported by the sealing mechanism. The top of the filled package and the bottom of the unfilled package are sealed simultaneously.

The machine uses transparent cellulose paper or other wrapping materials from rolls and feeds automatically into a hollow mandrel which forms a continuous sealed tube which is fed down with the product to be packaged. Each end is then sealed with a non-corrosive metal sealing strip which is automatically fed in and formed in a roll. It offers savings in materials, time and floor space. Its capacity is more than 1,750 packages per hour. Manufactured

IN making the rounds of the exhibitors at the Forty-eighth Annual Convention of the N. C. A., we endeavored to gather together as complete data as possible on all confectioners' equipment and improvements in design, new processes and raw materials, novelties, etc., which were being presented to the industry for the first time. If we have inadvertently overlooked any exhibitor who had something NEW to show at Chicago this month, we will appreciate having the information from any manufacturer so slighted.—
EDITOR.

by The Automatic Molding & Folding Company, Toledo, Ohio.

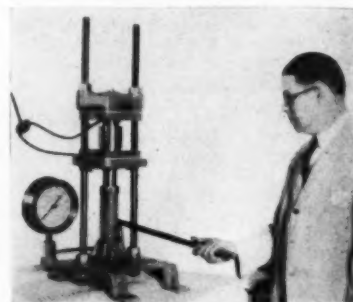
—MC—

New Grades of Sugar

The fact that the vogue for "A" or so-called "wet" sugars has in some measure persisted in spite of the refiners' best efforts to switch the trade over to granulator dried sugars may have had something to do with the action of the American Sugar Refining Company of New York in bringing out two new grades known as "Medium" and "Standard Brilliant." The new sugars approach "Diamond A" in brilliancy and resistance to inversion, the latter quality being what is known among candymakers as "strength." It will not be surprising if these new sugars supersede both the wet sugar and the medium and standard granulated grades now widely used by confectioners for critical work, especially where exceptionally strong or sparkling sugars are required.

The M. C. editor is informed that the new grades are dried by a special air drying process instead of being dried in granulators in accordance with the usual refinery procedure. The loss of lustre and strength

in the granulated grades has frequently been attributed to caramelization occurring in the granulators, hence the reasonableness of the assumption that the new air-dried grades represent a definite advance in the art.



Laboratory Size Cocoa Press

One of the more novel uses of the laboratory size hydraulic press was demonstrated by Mr. Fred S. Carver of New York in testing the quality and butter yield of cocoa beans. The test is readily adaptable to either laboratory or routine purchasing control work, and should interest brokers and dealers in the raw commodity as well as chocolate manufacturers.

The bean sample to be tested is given a light roast (merely sufficient to loosen the shells so that they may be removed readily by hand) and ground in a mortar or small mill to a coarse paste. The paste is placed in a mold or testing cylinder and barely covered with alcohol. A plunger is inserted in the cylinder and the unit subjected to pressure between two electric hot plates attached to the jaws of the press.

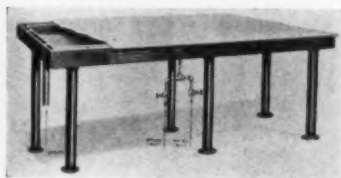
Volume, free fatty acid, refractive index, and other physical constants of the resulting filtrate serve as a means of evaluating the good and bad in cocoa beans. The press may also be used in conjunction with an Abbe-type refractometer for making routine tests of the syrup density of cream goods, and, in the larger sizes, for the commercial pro-

THE MANUFACTURING CONFECTIONER

duction of cold pressed extracts and concentrates of vanilla beans, coffee, etc., where the application of heat would ordinarily result in the impairment of flavor.

Cerelose in Pictures

The Corn Products Refining Company booth bore scant resemblance to the bare walls of former years. First there was a demonstration of the application of the most advanced methods of optical research to the examination and identification of crystal structures in basic fondants of various types, commercial cream centers and chocolate coatings made with varying proportions of Cerelose and ordinary sugar. The story "Cerelose crystals are micro-fine" was supported by an illuminating picture gallery consisting of some thirty or forty small and large size microphotographs. A diversity of eating samples of Cerelose candies prepared by the candy pilot plant at Edgewater completed the educational displays.



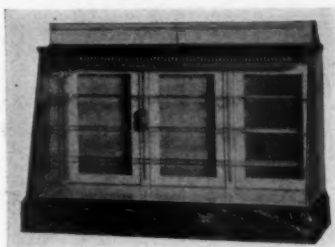
Improved Cooling Slab

AN IMPROVED interior spray insures continual agitation of cold water against the top plate, which is of polished steel. This water then overflows the dams to escape through the channels around the sides of the table and thence through outlets at either end of the table. Hot spots are entirely eliminated. A drawing-off valve facilitates flushing out of the top. There is a hot water inlet making possible its use as a hot table when required. Manufactured by The Collum Manufacturing Company, Hartford, Conn.

—MC—

Electrically Cooled Display Case

THIS show case embodies all of the features of the modern show case, such as scientific design, concealed electrical lighting, double plate glass construction with circulating air space between the two thicknesses, full vision, all glass with rounded edges, adjustable plate glass shelves and in addition thermostatically controlled refrigeration. No display space within the case is lost because of the refrigerating coil which is compact and runs the entire length of the top of the case. It furnishes an even distribution of



cooled air to all parts of the case, averaging from 65° to 70° in temperature. The humidity, too, is reduced for the proper refrigeration of the candy, and is relatively low. The compressor or refrigerating mechanism may be located anywhere within 50 feet of the case. Manufactured by The Columbus Show Case Company, Columbus, Ohio.

—MC—

Welcome Dennison

Dennison Manufacturing Company made their initial convention bow to the confectionery industry with a showing of various package findings and display materials especially suitable for window trims, dealer service campaigns, etc.



Dummy Candies

THESE imitation candies are being shown in this country for the first time. They are of plaster composition, are non-fading, washable and very realistic in appearance. Can be made up in boxes to represent any standard assortment. Distributed by the Confection Display Company, New York City, N. Y.

—MC—

Du Pont Display

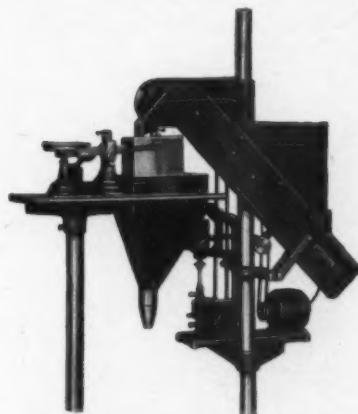
Comparative samples representing the results of twenty day shelf-life tests on various types of candy packaged with and without the protection of moisture-proof Cellophane were shown at the Du Pont booth in support of Mr. Steel's talk during the convention sessions. The candies included marshmallows, hard-candies, gums, jelly beans, etc., the devastating effects of prolonged exposure without proper packaging protection being amply shown.

[47]

Moisture-Proof Cellophane Bags

A VARIED assortment of cellophane bags were on display. These were of double thickness, the inner bag being of moisture-proof cellophane and the outer of plain cellophane, thus affording double protection and strength. Manufactured by The Dobeckmun Company, Cleveland, Ohio.

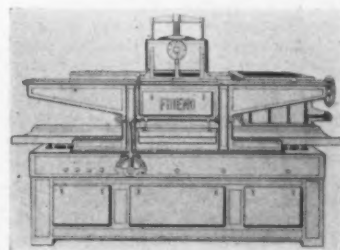
—MC—



Feeder and Weigher

THIS device automatically feeds the candy or other product onto the scales where it is automatically weighed and dropped into the funnel and then into packages. This piece of equipment is especially practical for weighing small quantities of all products difficult to handle. Its variable speed feature, which controls the flow of the products to the weigher, makes this unit exceptionally unique. Manufactured by the J. L. Ferguson Company, Joliet, Ill.

—MC—



Automatic Continuous Hand-Roll Machine

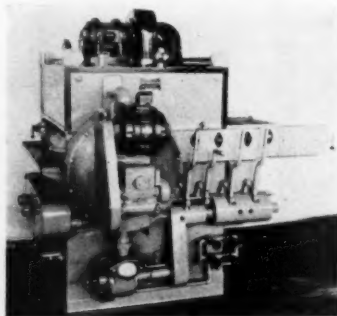
THIS is the latest development in hand-roll machines. It will handle a 250-pound batch every ten minutes. It does away with the tilting bridge which makes it possible to fill the hoppers from a platform behind the machine. It furnishes a continuous flow of hand-roll centers necessary for machine coating. Operated in conjunction with the Simplex vacuum process, it is a simple matter to turn out 250-pound batches every fifteen minutes using only one beater. Manufactured by Harry L. Friend, 52 India street, Boston, Mass.

SEEN AT THE SHOW

A Touch of the Tropics

The tropical atmosphere of the General Foods booth was considerably enhanced by the hired monkey, the surroundings being in keeping. Franklin Baker coconut and cashew products were featured in the displays which emerged artistically from coconut hoods. An interesting line of coconut bonbons and cream goods was also in evidence. The Simian appeared to be a keen judge of visitors, bestowing appropriate salutes upon several of our friends.

—MC—



Coater and Disc Tempering Device

THE Greer Imperial coater is one of the latest of coating machines. In designing it special effort was made to produce a machine that was extremely sanitary. This one is easily cleaned inside and out, and the use of monel metal instead of painted surfaces provides a lasting and easily cleaned surface.

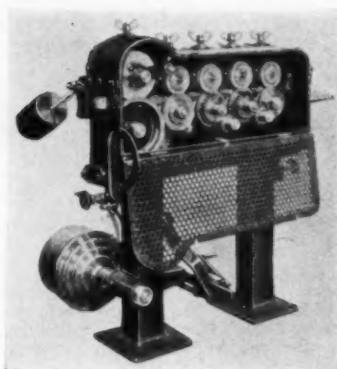
The disc tempering device is a recent development which makes possible the rapid changing of temperature of the chocolate and which also helps to maintain the temperature at any degree. It will automatically hold the temperature within one degree of that decided upon.

The air detailer is claimed to be quite successful in removing disfiguring tails. It can be used even on the very small 120 count pieces. Manufactured by the J. W. Greer Company, 119 Windsor street, Cambridge, Mass.

—MC—

Art Plaques for Gift Boxes

Hamilton Manufacturing Company of Minneapolis issued a four page Convention News, three and a half pages of which were devoted to selling the Hamilton Manufacturing Company. The idea would have gone over better if it hadn't been so frankly an advertising dodge. NuStone Art Plaques for mounting on gift boxes. A gypsum product.



The Sizomatic

THIS is a machine which automatically insures the uniformity of any piece of hard candy regardless of the spinner's ability. It is quickly interchangeable for any size of candy. It produces plastics, buttercups, waffles, tablets, balls, clear squares, suckers, cutrock, sticks, etc. Distributed by the V. O. Hermann Corp., 15 Park Row, New York City.

—MC—



Lag Control for Starch Conditioner and Dryer

THIS is a device for use in connection with the Hersey starch conditioner. The action is such that the Mogul must be in continuous operation for a certain predetermined length of time before the conditioner starts; then, if the Mogul is started, the operator stops the machine to make adjustments and finds it necessary to stop and start several times, the conditioner is not started until the adjustment has been completed and the Mogul is in continuous operation. In stopping, a similar action takes place and the conditioner is not affected by short stops but continues to operate until the Mogul has been stopped for a definite period. The value of the device from the standpoint of time-saving lies in the fact that, since the conditioner is controlled from the Mogul clutch bar, the operator controls both machines without changing his position at the Mogul. It is impossible for the conditioner to be inoperative when it should be operating, or running when the Mogul is stopped. For this reason the device insures the Mogul against injury. Manufactured by the Hersey Manufacturing Company, South Boston, Mass.

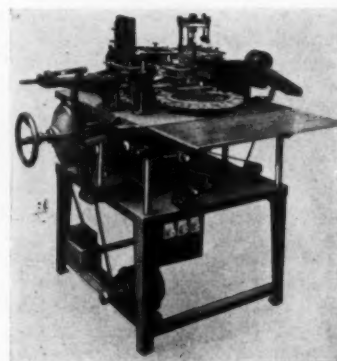
Something New in Fancy Boxes

Your reporter persuaded the representative of Ira L. Henry Company of Watertown, Wis., to produce his wares from under the counter, said representative having had an unfortunate experience with a brother boxmaker which made him wary of all comers. Sueded designs on Valentine heart boxes, the sueding being accomplished by a printing process instead of the usual felt applique-process. The under-the-counter specialties were of the premium variety.

New Line of Oleo Paste

H. Kohnstamm & Company of New York, manufacturers of certified food colors, have brought out a new line of oleo paste colors for use in grease coatings and similar products requiring oil soluble colors.

—MC—



Universal Foil Wrapping Machine

This machine, its manufacturers claim, will wrap practically all sizes and shapes of candies, chocolates and bon bons. It produces a smoother, tighter and more attractive wrapping than can be turned out by hand wrappers, and has a guaranteed production of from 60 to 90 pieces per minute. It is adaptable to either foil or Cellophane and other transparent cellulose wrapping materials. Distributed in this country and Canada by J. M. Lehmann Company, 248 West Broadway, New York City, N. Y.

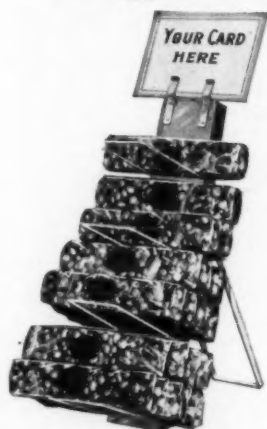
—MC—

Multicolor Printing

A significant trend in exhibit representation was seen in the cooperative exhibit of the National Converters Institute, multi-color printers of transparent and translucent papers. The Institute came into being less than a year ago and consists of eight members who for the

most part operate under licensing arrangements with the Cellophane people. Several of the Institute members also exhibited separately.

—MC—



Candy Bar Rack

THIS is a neat, attractive and compact, yet inexpensive, display rack for candy bars. It has a steel back with four sturdy steel wire brackets riveted solidly to the back. When not in use the brackets and band hold up the entire rack, occupying a space of 14 inches by 1 inch thick by 2 3/4 inches wide. It has two clips at the top for attaching price signs or other advertising. Manufactured by the Mayer Manufacturing Corporation, 1436 West Randolph street, Chicago, Ill.

—MC—



Candy Curler

A MACHINE designed to make high gloss candy curls—one of the most attractive forms of hard candy. Quantity production is possible, as the operator has nothing to do but spin out the strips and feed them to the curling rod. It has also a clutch which controls stopping and starting. The motor is connected direct and will operate from any lamp-socket outlet. Manufactured by Thos. Mills & Bro., Inc., Philadelphia, Pa.

—MC—

Saxmayer Tying Machine

THE machine illustrated is the latest of the Saxmayer line of tying machines and is suited to general purpose tying, being capable of tying all shapes and sizes of packages up to 6 inches high. Can use either twine or tape. Comes with green enamel body and white porcelain top. Furnished with



legs at slight additional cost. Manufactured by The National Bundle Tyer Company, Blissfield, Mich.

—MC—

"Nationalene"—A New Invert

A radical departure in selling policy is foreshadowed by the National Sugar Refining Company's initial showing of mixed and totally inverted sugars. Total invert is offered in both clear and congealed forms.

New Confections Displayed

The Nulomoline-American Molasses Company exhibit was excellent as usual, something like ten new confectionery types being shown and demonstrated by the genial Messrs. Booker, King, Fahrenkamp, Wilcox, et al. The booth made up in expansiveness for what it lost in novelty by abandoning the hide-and-seek arrangement of last year.

Moisture-Proof Glassine

Among other things to be seen at the booth of the Package Machinery Company of Springfield, Mass., was a moisture-proof glassine paper which they said had been recently brought out by the Kellogg people of Battle Creek.

—MC—

National Equipment Display

THE National Equipment Company exhibited motion pictures of their newer and unusual types of machines in actual operation in manufacturing plants in various sections of the country.

A patented turn-table device which will enable a manufacturer to double his production flow line was shown functioning in a large biscuit plant. By the use of this device candies, biscuits, food products and many other articles can travel on belts in a given direction, reverse and return on the same level, or a higher or lower one. This apparatus is valuable where space is limited or confined within narrow limits.

The National bon-bon coater, a machine which will coat bon-bons, jellies, nuts and other candies with cream icings or caramel, operating in actual plant conditions was also shown.

The new Springfield automatic cooler cooling chocolates coated by the enrober was of interest to those manu-

facturers having limited space facilities; 120 feet of travel in 25 minutes of cooling time is possible in 35 feet of space.

The National cherry dropper, installed in connection with the automatic Mogul, was seen producing cream cherries. This device is of interest from the standpoint of economic production of cherries, nuts and other centers immersed in cream, caramel or jelly.

Sectional Display Case

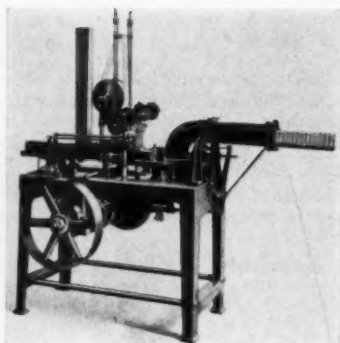
A revolving sectional display case for merchandising bulk candies was shown by Lewis H. Scurlock, president of the Par-lo-golf Corporation, whose exhibit of "facsimile" candies is discussed elsewhere in this review. The case is octagonal in shape, containing eight sections, which may be detached separately for easy filling, and holds 120 lbs. of candy all told. A dehumidifying arrangement is provided at the top of the case and the whole unit is finished in acid resisting baked-on enamel. The case is being manufactured in Port Washington, New York.

Fruit Candies the Vogue

One of the most popular candy displays at the show was the exhibit of gums and jellies made with "Whistojel," a citrus pectin product put out by White Stokes Company of Chicago. Miniature movies on Superkreme and Handroll creams attracted considerable attention, but the prize for workmanship, variety and color went to a show case—full of colorful pectin jellies.

A welcome entrant to the ranks of candy convention exhibitors was the California Fruit Growers Exchange of Ontario, California, who brought some of their fragrant Sun-kist climate with them stored up in the form of sample bottles of cold pressed lemon and orange oils. The odors of the citrus country were broadcasted for the edification of passersby by the simple expedient of spilling the contents of a sample bottle on the floor every now and then. Customers who paused to smell, remained to eat, a substantial quantity of high grade orange and lemon confections being dispensed during the process. Two of the principal features of the Sunkist display were a new texture in citrus pectin jellies and a really delicious eating orange caramel, both produced by the new experimental department of the California Fruit Growers Exchange. Other numbers were orange hand-roll creams and pulled and clear hard candies.

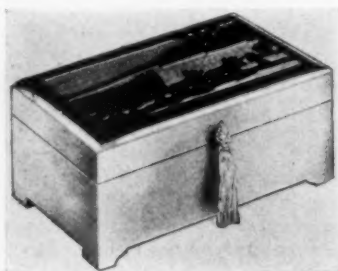
THE MANUFACTURING CONFECTIONER



Automatic Wrapping Machine

THE machine illustrated is Package Machinery Company's model AA wrapping machine. It wraps small, rectangular packages in glassine, parchment or other plain paper. It cuts the paper from a roll, wraps the package and seals it. It is equipped with a feed magazine and discharge stack. Can be made for wrapping packages in waxed paper and heat sealing the seams. Manufactured by Package Machinery Company, Springfield, Mass.

—MC—



Etched Wooden Chests

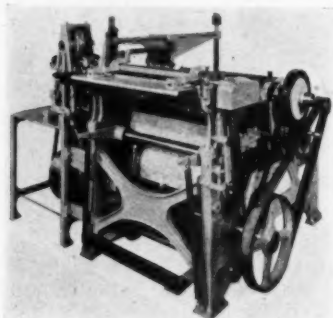
We no longer say "Oh!" and "Ah!" when we see the fronts of old buildings having their faces lifted by pressure sand blasting. It is a little surprising, however, to find this process adapted to the etching of cedar chests and redwood boxes. The results, as seen in the Pilliod Cabinet Company's new line of "Echwood" candy and utility chests are both striking and beautiful.

With the unetched portions painted in black, the silhouettes stand out in relief against a background of carved natural redwood. Any design reproducible in silhouette may be used as a pattern for these chests and the stencils being inexpensive, a comparatively small run will absorb the die costs on private designs. Made in Swanton, Ohio.

Lecithin Candies

Ross & Rowe of New York showed a display of candies as well

as chocolates made with lecithin (yelkin). This is the first time this interesting colloid has held forth at a National Convention, and we may expect to see and hear more of it in future exhibits.



Sucker Machine

THE machine illustrated is a new sucker machine of the punch and die type designed especially for making suckers with a colored pattern running through the center, similar to "cutrock" work. Manufactured by the Racine Confectioners' Machinery Company, Racine, Wis.

—MC—

"Colordense" Process Printing

Color on color printing on moistureproof Cellophane featured the exhibit of the Transparent Paper & Printing Company of New York City. In the usual process of color printing on transparent wrappings, individual colors are registered side by side in flat tones. Printing color upon color produces some very remarkable effects in color and tone, comparable to some of the best results in process printing on regular papers. Unfortunately, some of the finest examples of this work were not on general display. Take our word for it.

—MC—

Automatic Measuring Machine

THIS is a machine for filling cans, cartons, bottles, bags, envelopes and other such containers with nutmeats, small tablets, hard candies, etc. It is especially adapted for filling glassine bags of all types. It has a speed of 30 to 45 discharges per minute, depending upon the materials used. Free flowing or sluggish materials are measured equally well at high speed due to the positive feeding and discharging devices employed. An automatic plunger assures the complete discharge of the registered load. Adjustment of capacities is made in a few seconds with one adjusting nut. Manufactured by the Triangle Package Machinery Com-

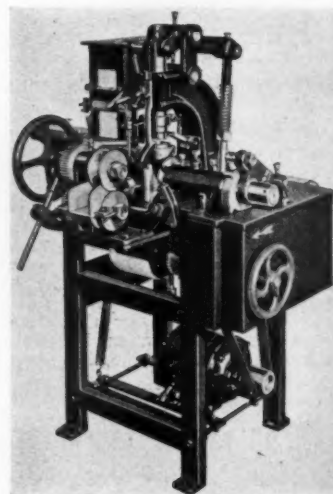
pany, 910 Spaulding avenue, Chicago, Ill.

—MC—

Novel Utility Chests

Utility chests covered in crushed oilcloth in various shades made a strong bid for attention at the booth of E. A. Vandy, representing Flour City Paper Box Company in the Chicago district. The material is washable, makes up beautifully, and offers the manufacturer an opportunity for a tie-up in harmony with room decorations where the usual type of chest does not. A kitchen recipe box in colors to match prevailing kitchen schemes was among the more novel of the packages displayed.

—MC—



Automatic Hard Candy Machine

THIS machine is designed for the automatic production of spherical hard candies in quantities of from 4,000 to 12,000 lbs. per hour. Manufactured by John Werner & Sons, Inc., Rochester, N. Y.

—MC—

"Frankoma" Rolling Machine

A NEW automatic rolling machine which utilizes sugar continuously without waste. It is suited for making eggs, balls, etc., as well as all kinds of rolled, seamless bon-bons. These can be made solid, hollow or filled.

This machine is provided with a conical countershaft and with a sizing apparatus that can be heated. Uniform size and shape of bon-bons can be guaranteed. The bon-bons are received by a patented cooling and conveyor attachment constructed on new principles. A slight rolling movement is maintained as they are carried to the end of the conveyor, thus preventing depressions from appearing in the finished bon-bons. Distributed by T. C. Weygandt Company, 165 Duane street, New York City.

"Rakama" Automatic Caramel Cutter

THIS is a fully automatic and complete unit, consisting of sizing apparatus, cooling conveyor and cutting machine with one chain of cutters. The caramel paste is fed into the sizing apparatus in a strand and is shaped into a ribbon corresponding to the desired size within a range of one-sixteenth inch to one-half inch. The weight of the candy can be regulated to a precision within one-tenth of a gram. From here the ribbon of caramel paste is automatically delivered to the conveyor which carries it toward the cutting machine under constant intense cooling. The ribbon pushes itself over the bottom chain which carries it forward. The bottom and top chains moving together simultaneously. Cutting knives plunge down from the top chain slowly, moving up and down, thus cutting the paste ribbon into uniform pieces. The knives return to their original position as the ribbon is cut through completely.

It is due principally to the ingenious construction of this cutting device that the success of this caramel cutter depends. The knives are ground flat, thus making possible an almost vertical cut. The chain is so constructed that the knives project from it only at the moment of the cutting; immediately afterwards they disappear completely in the chain. This eliminates the possibility of injury to the operator or damage to the knives.

This arrangement of the knives also eliminates the "sticking" of pieces to the blade. Each piece leaves the piece singly. Bearings are provided for forced lubrication and a lubrication pump is furnished with each machine. Distributed by T. C. Weygandt Company, 165 Duane street, New York City.

—MC—



Starch Drying and Aerating Equipment

ONE of the latest developments in starch drying and aerating equipment. Providing economy in space, this machine aerates and conditions the starch after first sifting out the impurities; it reduces the moisture content of the starch and delivers it heated. Manufactured by the Wolf Company, Chambersburg, Pa.

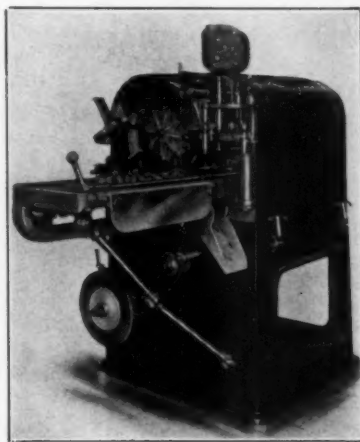
—MC—

There Is Water—and Water

The secret of where the water was in the water exhibits of the Applied Sugar Laboratories was accidentally uncovered by this writer when he located the hotel bubble

fountain behind Doc. Jordan's hard candy display stand in the rear left corner of the booth. The exhibit was a credit to its designers, although possibly over the heads of some of its visitors. A few explanatory legends in connection with the color samples would have helped inasmuch as not everybody who stopped to look at the exhibit had an opportunity to hear its sponsor's talk during the convention sessions.

Samples of water from practically every city in the United States where candy is manufactured was examined and candy tests made to demonstrate the difference in results with and without color, due to the wide difference in the chemical properties present in these waters. Now when your goods vary in color you can't pass the buck to the color manufacturer—he won't accept your alibi any more; look to your water supply.



Wrapping Machine for Small Pieces

This machine imported by Mario Tanzi, Inc., of Boston, wraps hard candies, chocolates, small pieces of wide range of sizes with single or double fantail, not only with waxed paper but Cellophane. A chocolate wrapping machine puts a single or double wrap on chocolates or bars with or without the insertion of a piece of printed matter. This new line recently introduced to the confectionery industry includes a bag filling machine for small confections.

Apply "Tooth Test" to Food by Machine

Chemists of the United States Department of Agriculture have made a new laboratory device to measure the tenderness and texture of some canned vegetables and fruits. It tests these products more accurately and more impersonally

than the expert grader can consistently judge them.

Officials of the Federal Food and Drug Administration will use this new instrument to determine whether canned vegetables and fruits conform in tenderness and texture qualities established by the Federal food law. It measures the force necessary to crush a pea or puncture a fruit, and enables one to compare the resistance with that of a standard sample. Repeatedly, this instrument has rendered the same judgment as have expert graders.

The inventors, Victor B. Bonney, Paul A. Clifford, and Henry A. Lepper, designed the instrument so that it would apply the pressure in identically the same way to all samples of a given product. The operator pours a stream of mercury into a flask at the top of a vertical plunger, thus increasing the weight until the plunger crushes or punctures the sample beneath. A gage records the movement of the plunger and sounds a buzzer when the sample has been properly tested. The weight of the mercury shows the pressure necessary to crush or pierce the sample and gives a comparison of its tenderness with that of the standard.

—Dept. of Agriculture Report.

Honey Immune to Bacteria

Honey, unlike many foods which decompose easily as a result of bacterial action, has a unique method of protecting itself from spoilage by literally drying the organisms to death.

A. P. Sturtevant, bee specialist of the United States Department of Agriculture, says honey has the peculiar and distinctive property of absorbing moisture from anything that comes in contact with it. A certain amount of moisture is necessary to maintain life in all living organisms, so when bacteria comes in contact with honey and this vital amount of moisture is withdrawn, the organism dies.

—Dept. of Agriculture Report.

Birmingham Manufacturers and Jobbers Meet

The candy manufacturers and jobbers of Birmingham, Ala., held a joint banquet at the Tutwiller Hotel the evening of May 15. Representatives of all candy jobbers and manufacturers of the city were present. On the program as guest speakers were U. S. Senator W. E. Brock, president, Brock Candy Co., Chattanooga, Tenn.; Sam Helburn, Montgomery, Ala., president, S. W. C. A., and C. M. McMillan, Atlanta, Ga., secretary of the S. W. C. A. Interesting discussions followed to complete a most friendly and profitable get-together.

TOO LATE TO CLASSIFY.
POSITION WANTED—BY
chocolate and candy maker with many years experience in retail and wholesale plants. Address N-6530, % The Manufacturing Confectioner Publishing Co., 1143 Merchandise Mart, Chicago, Illinois.

Observations at the N. C. A. Exposition

(By one of the Craft)

SMALLER in size but somewhat improved as to quality was the general impression of the Annual Convention and Exposition which the trade carried away with them as they left Chicago.

So far as exposition exhibitors were concerned, the falling off in size was more apparent than real. Mergers played "hob" with some. A few retrenched for reason best known to themselves. A number took to promenading the aisles, and, like those who folded their tents and departed like Arabs in the night, we are reminded of the immortal words of the Mikado's Lord High Executioner: "They *never* will be missed."

All told, the defections numbered 26. Twenty newcomers took their places, among them several well-known and important firms in the supply field. The California Fruit Growers' Exchange exhibited at the Convention for the first time; Staley Manufacturing Company was there, as were Dennison Manufacturing Company and others.

As Crystal and Essex Gelatine Companies bid their adieus owing to absorption by Eastman Kodak, the American Agricultural Chemical Company, makers of the Keystone line, made their bow. Of the chocolate manufacturers, Peters and Wilbur stepped out; Warfield remained. But by far the greater number of those who dropped out were purveyors of intermediates and secondary materials, a trend indicating, if anything, that the market for these products is undergoing a gradual concentration into a few strong hands.

Consequently, the general impression that the Exposition was smaller than in former years was not particularly attributable to any material reduction in the number of firms exhibiting; rather it was due to the contraction in the size of space occupied by the machinery exhibits.

Cooperative Exhibits

But what the machinery manufacturers in general lacked in the expansiveness of their exhibits, they seem to have made up for by intelligent planning and cooperation with one another. We could hardly have

had a better example of this newer trend in industrial merchandising than was afforded by the joint candy-making exhibition and practical demonstrations of Carrier Engineering Company; Racine Confectioners Machinery Company; Package Machinery Company; Vacuum Candy Machinery Company, and Harry L. Friend. All that was needed was a coating machine exhibit at the other end of the line to coat the handrolls as fast as they were turned out by Mr. Friend. There has been talk of this sort of exhibit for several years. This year it was put across—to the apparent satisfaction of the trade, who followed the periodic demonstrations of straight line cream goods and hard candy production with great interest.

Further evidences of this sort of cooperation between non-competing supply manufacturers might do much to snap the candy trade out of its present attitude of mutual distrust and economic lethargy, by suggesting the possibility: "Go thou and do likewise."

Not that the cream goods demonstration was the only manifestation of this awakening of cooperative spirit among supply manufacturers—the National Converters Institute; the cooperation of Bausch & Lomb Optical Company with Corn Products Refining Company; of Central Scientific Company with Applied Sugar Laboratories, and the cooperation of California Fruit Growers Exchange with two leading purveyors of flavors and essential oils are evidences of the same sort of cooperation in lesser degree.

At the very end of the Carrier-Simplex-Friend line, overlooking, as it were, the cooperative candy-making demonstrations of these people, was the booth of Savage Brothers Company. Theirs was one of the most extensive machinery displays of the Exposition. A placard over their booth bore the legend: "Savage machinery needs no demonstration." That may all be, but the crowd gravitated toward the "action" exhibits down the aisle. It takes a lot of "still" life to compete with action from the standpoint of human interest.

Exhibiting Is an Art

There is an art to exhibiting, as to every other phase of merchandising. To work up a booth which will attract attention, stimulate ideas and lay a firm groundwork for one's selling efforts throughout the year requires a fine degree of skill, sales judgment and showmanship. It may fairly be said that exhibitors to the candy industry are still tyros in the art. It would change the picture of things considerably if they would make a practice of periodically sending some of their ranking executives to attend the bakers' conventions, also the dairy and ice cream conventions by way of contrast.

Quality of Exhibits Improved

But in spite of any criticism which might be directed at the Exposition on the ground of smallness or lack of enthusiasm, 1931 has witnessed a striking improvement in the quality and general excellence of individual exhibits, as well as in the technique of the exhibitors themselves. Candy men who came to Chicago to pick up new ideas undoubtedly got more out of the show in a practical way than they have out of previous expositions which at first sight have appeared more substantial than this. Some of the firms who formerly draped their booths with lounging salesmen and nothing else appear to have discovered that when a man spends \$150 to \$200 to come to a convention, he comes to be enlightened and not to be amused with funny stories. The result was in many cases a credit to the exhibitors and certainly a source of education and profit to the trade. The "reception booth" type of representation has its merits, however, in the opportunity it affords the candy men to meet and counsel with the chief executives of the supply and equipment houses.

There was plenty of candy given away this year, and, if the degree to which it was relished by the candy people themselves is any criterion of its acceptance by the consuming public, we are well on our way out of the wilderness already.

A year and two years ago, the Convention Halls resounded with the slogan "The candy industry is on the threshold of a great revival." It is probably truer today than it was then, but we didn't hear it once during the whole of the Convention. Probably the candy people who are carpentering the threshold are too busy to talk much about it.

Making Candy at the N.C.A. Exposition

Modern Fondant and Hard Candy Demonstration:

THIS proved to be one of the most interesting displays of the convention. It was the first time a co-operative exhibit of such proportions had ever been attempted at a candy convention. It consisted of two complete units—one for the production of hard candy and the other for hand-roll creams.

The hand-roll cream batches were first cooked in the Simplex vacuum cooker which was used in the hard candy demonstration and then emptied into a Racine Snow Plow cream beater. From there the cream was delivered to the Friend continuous hand-roll machine and formed into hand-roll centers of various shapes.



Making the Masses Lollypop Conscious

Suckers were the universal confection judging by the way they were consumed right hot from the delivery end of the hard candy production unit at the show.



George Zirker, one of master of ceremonies, exhibits his new convention necktie while a batch of suckers is being rolled out before the foot-lights.

The Hard Candy Demonstration

The hard candy batches were cooked in a Simplex vacuum cooker, then cooled on a Collum cooler over which passed a regulated flow of dry air supplied by a Carrier unit air conditioner. From here they went to a York batch roller, passing directly into a Racine die pop machine where they were formed into suckers similar to cut rock work, with patterned centers. From here they were delivered to the Package Machinery Company's wrapping machine and wrapped in waxed paper.

Both units served to demonstrate the two complete processes from raw materials to finished goods in the most up-to-date manner.



Some Properties of Cane Sugar That Affect Candy

A Discussion of "pH" and Its Importance to the Candy Manufacturer

Mr. Chairman—Gentlemen:

It is certainly an honor and a pleasure to speak to you this evening. I don't intend to tell you how to make candy, for in that particular I would gladly take instruction from you.

OF THE many materials that enter into the manufacture of candy, sugar, because of its great importance as the very body and flavor, is often blamed for the failure of a batch. Investigation reveals the fact that sugar is one material in the batch which is so pure that it lends itself to an absolute standardization of process and should therefore be the last suspected for that failure. By sugar, of course, I mean cane sugar refined in a modern bone-black refinery which is under rigorous chemical and bacteriological control.

Such a sugar is a pure substance of which certain constants are known. Its solubility, its behavior toward heat, acidity and humidity, its melting point and its boiling point at various concentrations, as well as its viscosity at various temperatures and concentrations, are fixed within narrow limits.

The impurities in a sugar of doubtful origin, however, cause variations in the above factors and result in very unpleasant surprises for the candy man. There are sugars available which are not refined in a refinery such as we boast of, and from my experience they have a relatively high percentage of mineral and organic impurities. Naturally, one could not standardize a process on such a product.

Of the other materials that enter the candy batch, one could hardly call flavoring extracts, gums, gelatines, pectins, chocolate, milk, butter or corn syrup standard materials, for none of them reach the degree of refinement where they approach



By L. LANG,

Chief Chemist, Edgewater Plant,
National Sugar Refining Company
of N. J.

WHEN the officers and members of the Candy Executives and Allied Industries Club (an organization of men interested primarily in candy production) decided upon a series of educational lectures and discussions on various subjects pertaining to the technical and practical problems of candy production, THE MANUFACTURING CONFECTIONER quite naturally suggested the idea of recording these informal talks verbatim, thus making them permanently available to the club members and to the industry at large.

It is expected that the questions and answers and discussion led by specialists in the various raw materials and candy factory processes, will prove valuable and stimulating.

This address by Mr. Lang, the first in a series, was delivered before the production men of the club on the evening of April 27, 1931.

being a single pure chemical compound. However, the newer crystallized dextrose does approach such purity, and a process including it can be standardized.

What are some of these constants

and properties of sugar that affect the candy batch?

Composition of Sugar

Sugar, scientifically called sucrose, is one of a great class of substances called sugars, which class includes dextrose, maltose, lactose, raffinose, xylose, etc. It has the chemical formula $C_{12}H_{22}O_{11}$. When dissolved in water and heated, it is very slowly split, and with the addition of one molecule of water forms equal amounts of two other sugars, namely, dextrose and levulose. These two sugars have the same chemical formula $C_6H_{12}O_6$ but possess very different properties largely due to the fact that one is an aldehyde and the other a ketone. The splitting up of the molecule of sucrose is called inversion and the resultant mixture is called invert sugar.

Controlling Inversion of Sugar

However, inversion takes place very slowly under such conditions, as you know from the old "water-killed" batch. If acid is added, the inversion is more rapid and the rate of inversion is in direct proportion to the strength of the acid in the batch.* In fact, one way of determining acid strength is by measuring the rate of inversion under standard conditions.

In the last few years, many of you have noticed an increasingly re-occurring symbol in the scientific and technical literature. It is written pH and refers directly to acid strength—not quantity, but strength. Its derivation is complicated but its use is extremely simple and exceedingly important. It is the symbol for the hydrogen ion (H-ion) concentration.

"pH" the Measure of Acidity and Alkalinity

For example, a chemically pure water has a pH of 7.0, and as acid is added, the pH is smaller, whereas

*This holds true up to a certain limit, after which other factors enter.

if alkali is added, the pH is higher. Imagine a 14-inch ruler with the 7-inch mark denoting neutrality and each number below indicating greater acid strength, each number above 7 denoting alkalinity and increasing strength of alkalinity.

Thus a pH of 6.0 is acid, 5.0 is ten times as strongly acid and 4.0 is ten times as strongly acid as 5.0 but one hundred times as strongly acid as 6.0. On the alkaline side of the scale we find a pH of 9.0 is ten times as strongly alkaline as is 8.0, and so on up to 14, which is the upper limit of alkalinity. What is the importance of all this to the candy man?

As the pH goes lower, the rate at which sugar inverts is increased, and as pH goes higher from 7.0, the rate of inversion is decreased, but inversion takes place with increasing velocity as the temperature rises. Time is another factor that must be considered.

Time, temperature and acid strength, expressed in terms of pH, all influence the batch.

With increasing time exposure to acidity and temperature, more inversion takes place and more color is formed. In the same way, increasing temperature results in more invert and more color, but a lower pH results in more invert and less color in the final product.

Mineral Matter in Sugars Affects Inversion

The mineral matter present in any or all of the materials entering a candy batch can affect the pH either up or down, thus influencing inversion, and it would be impossible to say which way the pH is affected without knowing what all of these materials are—a thing practically impossible. Some minerals are neutral, some raise the pH, and others actually lower the pH.

Some salts are known to cause serious inversion; for example, iron salts and some forms of iron rust. We can, however, measure the pH of a batch, and this measurement would include the sum total effect of all the active ingredients. Thus we have a method for determining in advance whether we will get little or much inversion and naturally it would be possible to adjust the pH to give the results most desired.

The pH determination is simple enough and can be carried out with speed and relative accuracy by the layman. The big thing in all of this is that one can absolutely reproduce

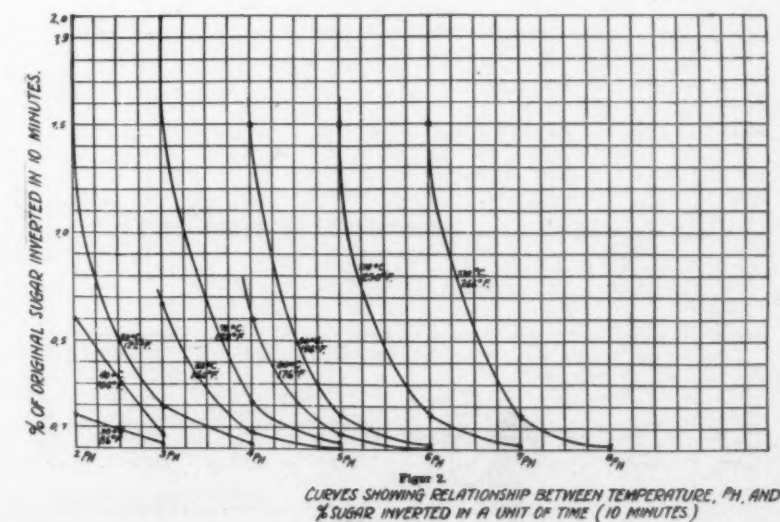
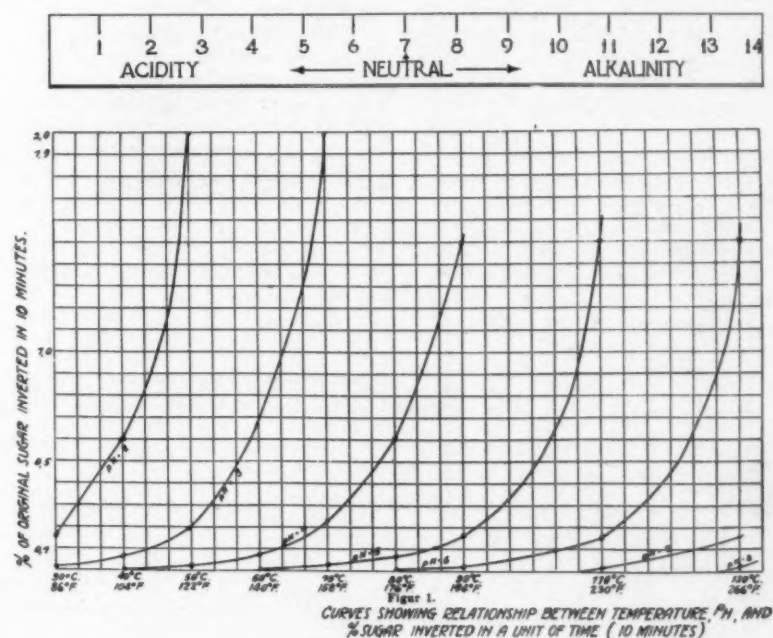
this factor in a batch at any time—today or a year from today.

Uniformity in Crystallizing Syrups

An interesting application might be found in handling crystallizing syrups. Here, when the syrups are drained off from certain kinds of gum drops, they contain varying amounts of citric acid, cream of tartar or acetic acid, etc., and when heated with fresh sugar in making a new batch, undergo considerable inversion. A pH determination requiring but one minute, at most, fol-

lowed by proper adjustment, would forestall the disappointment of a poor yield of dull crystal goods. It would probably make it possible to get more crystallizations.

Inversion is important in every candy batch, and whether we desire it or would inhibit it, we get it anyway. The only thing we can do is regulate it by controlling the pH, the temperature and the time. The modern vacuum cooker, of course, has brought down the temperature and time, very naturally reducing inversion. I have here two graphs which clearly illustrate the relation-



PROPERTIES OF CANE SUGAR

ship between pH, temperature and per cent of sugar inverted in a unit of time. On the graph, the per cent of sugar inverted is the per cent of the original sugar inverted in ten minutes at the pH and temperature on the curve. These graphs are from work published by Spengler & Todt in the *Zeitschrift des Vereins der Deutschen Zucker-Industrie*, for 1928.

ANOTHER property of sugar is its ability to remain in super-saturated solution for some time, if undisturbed. Thus when making a fondant, we have a super-saturated solution ready to crystallize out as soon as it is subjected to shock or introduction of crystals. But the mass is allowed to coat and then beaten or shocked. If the mass had been beaten while hot and very fluid, the crystals first formed would come readily in contact with more sugar still in super-saturated solution, and they would grow large and sharp. As the mass cools off, the viscosity or fluidity rises, and when beaten in

this condition, very minute crystals are formed, resulting in a soft fondant. The high viscosity of the mass prevents the freshly formed crystals from coming in contact with still un-exhausted sugar solution and they therefore cannot grow; instead, more tiny crystals form from the surrounding layers of un-exhausted solution. While it is true that by introducing invert sugar or dextrose into the candy batch the viscosity is lowered, it is still possible to produce fine crystals because the individual crystal of sugar is insulated by invert sugar from fresh, un-exhausted solution and is inhibited from growth.

When boiling sugar in the refinery, we want large sharp crystals and we therefore boil our sugar solutions just at about saturation point and as hot as practically possible without the formation of color and invert sugar. This gives us a solution of low viscosity and the crystals grow rapidly at the expense of the surrounding solution. Under these conditions the growth of new

crystals is discouraged and a uniform product results. When boiling soft sugars, however, the vacuum pans are kept much cooler, giving the desired fine soft crystal. It is interesting, in this connection, to examine the viscosity curves of sugar solutions which can be found in Brown's Handbook of Sugar Analysis.

Regardless of the density of a sugar solution, the viscosity changes but very slowly as it begins to cool off from higher temperatures. However, there is a point at which the curve moves very sharply upward, indicating a rapid increase in viscosity. The candy man has, from practical experience, chosen a point beyond the sharp break and beats his fondants at that temperature.

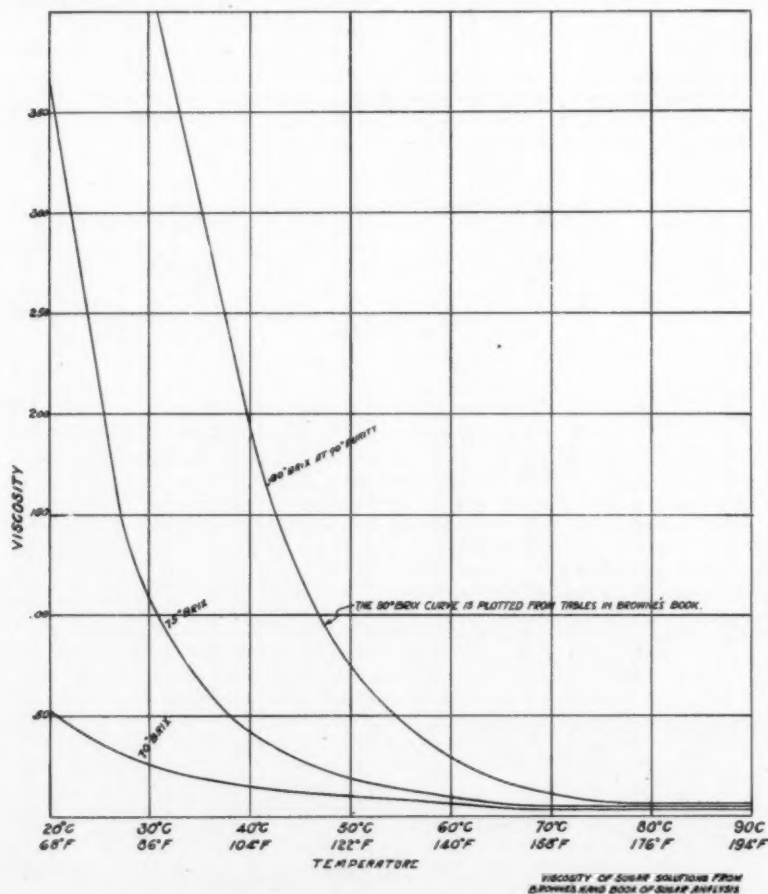
ANOTHER property of sugar is its ability to hold down fermentation, which is also exhibited by invert sugar and dextrose. The fact that sugar solutions of high concentration have high osmotic pressures accounts for this. If a yeast cell is in such a very concentrated solution, the water inside of the cell passes through the cell wall into the sugar solution, and the cell collapses. This is called "plasmolysis."

The manufacture of jelly with pectins requires sugar not only for its sweetness but for the very body of the jelly. Very definite relationships exist between the amounts of pectin and sugar necessary for the best results. It seems that in the past, much contradiction could be found in the literature with regard to the amount of acidity necessary for a good jelly. Allow me to quote from William A. Rooker's book, "Fruit Pectin":

"As in the case of pectin, the literature is filled with contradictions relative to the amount of acid required for obtaining perfect jelly.

"The complicated nature of the problem and disregard for influences exerted by other factors probably accounts for the variations. It is unfortunate that with the exception of one investigator, there has been no attempt to apply a mathematical gauge of firmness or set of jelly. Such terms as soft, weak, tender, firm, stiff and tough do not lend themselves to any definite industry or basis of comparison of the results of the various workers.

"Crues and McMair found that an acidity of 0.5 to 1.5 per cent as citric acid is necessary to form the



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firm jelly. Singh found in some of his experiments that 0.9 per cent of acid was required to form a jelly. As Poore suggested, Singh was probably working with a pectin of very poor quality. Campbell states that an acidity of 0.3 per cent as sulphuric is necessary to form a good jelly. Goldthwaite obtained tough jelly with juices containing 0.15 to 1.9 per cent acid as sulphuric.

"Tarr is perhaps the first investigator to approach the problem in a truly scientific and comprehensive manner. Tarr conducted his experiments on the basis of H-ion concentration rather than per cent of total acidity. He experimented with various acids and found no definite relationship between total acidity and jelly formation. He found, however, a marked and definite relationship between H-ion concentration and jelly formation. He gives pH 3.40 as the minimum point for jelly formation—the optimum pH 3.10. . . .

"A perusal of the literature shows considerable uniformity in the results when H-ion concentrations are used as the basis for experiments,

while experiments conducted on total acidity vary markedly. . . .

"It is interesting to note that a slight deficiency of acid produces a much greater effect on a jelly than does an equivalent excess. Excess of acidity, however, causes Synerises, a seeping out of the liquid content of the jelly commonly called bleeding or sweating."

Here, then, we have another very important application of pH control in the candy factory and find a very definite relationship between pH and jelly formation.

The use of invertase in candy work is, of course, familiar to you all. Invertase has an optimum pH and deviations from this tend to slow up its action.

The fact that sugar caramelizes at high temperatures gives us another important flavor. This should not be neglected when using the vacuum cooker, for with the lower temperatures achieved in the vacuum cooker, less caramel is formed. This deficiency is sometimes noticed in candies on the market today.

I do not want to leave the impression that sugar is never the

cause for some difficulties encountered, but I do believe that by closer co-operation between manufacturers of candy and sugar, many of the difficulties could be avoided. Since the chemical and physical properties of sugar can be modified within narrow limits, of course by the refiner, your specification of particular needs can readily be met.

The pH is not offered as a panacea for all ills in the candy batch, but sugar cannot be discussed or processed economically in this day without considering the pH. I would not advise the general employment of pH control without first making a careful study of the different types of batches, the pH of these batches during various parts of the process and the effect of pH adjustment, all of this under competent chemical supervision.

The study of the viscosity of different types of batches might bring about a better control of beating temperatures. And in the manufacture of chocolate, a number of companies already specify the viscosity of their products, assuring more uniform work on the enrober.

Mr. pH—the Culprit

(Being bits of a nightmare suffered by a candy factory superintendent after the above lecture on "pH" of sugars delivered by Mr. Lang of the National Sugar Refining Co. before the Candy Executives' Club of New York)

Come on, Mr. pH, get down to work
you little imp,
I always thought there was a shrimp
Somewhere in the woodpile
That started all my troubles;
and all the while
I'd blame a little shower
If a batch did not come through
at the expected hour;
Or then, besides the rain,
the starch I'd blame
If the gum drops were sticky and sour.

But now,
Well, now it's different, Mr. pH;
If anything is not as it ought to be,
I'll look you in the face, you see,
And say "The trouble, sir, is just with thee."

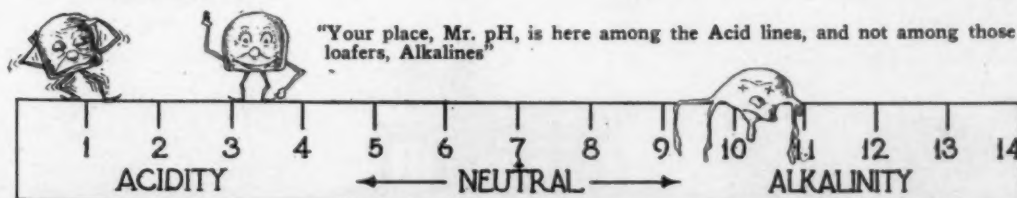
No longer
Shall I feel perturbed
At a wagging pencil held
By the Boss's angry fingers

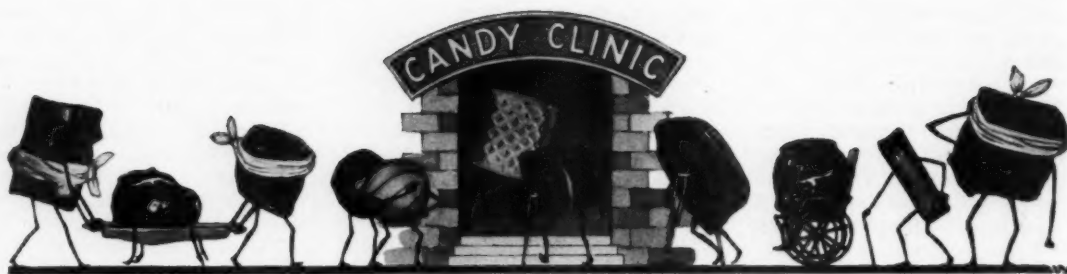
as he asks me why
(Oh, my gosh!)
A lot of goods has gone plumb wry
In yonder city of Osh-kosh!
I'll not concoct an alibi,
I'll simply say, "It's he—
the little imp;
Would you believe it, Boss?
I found him over at six, point nine
about ready, in fact,
to cross the line."

What's that, Mr. pH, I hear you say?
You'd like to go just beyond seven
And play a little game of—come eleven?
Well, well, well, well, you just beware;
wish as you may
you stay

At three point three and don't you dare,—
Your place is here among the Acid lines
And not between those loafers, Alkalines.

MAG.





The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month we continue with fancy package goods; next month it will be marshmallows, fudges and caramels. Each sample represents a bona-fide purchase in the retail markets, so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Fancy Package Goods

(Continued from May)

Code 5H 31

Assorted Chocolates—1 Lb., \$1.50
(Purchased in a hotel in Chicago, Ill.)

Appearance of Box: Fair.

Box: One layer, tied with silk ribbon. Box not up to the \$1.50 standard.

Appearance of Box on Opening: Not in good condition. Some pieces broken; not particularly appealing.

Chocolate Coatings: Dark and milk.

Colors: Fair.

Gloss: None, bloomed.

Strings: Good.

Taste: Fair.

Dark Chocolate Centers:

Jap Jelly: Very poor flavor.

Maple Walnut Cream: Good.

Lemon Cream: Flavor rancid.

Vanilla Hard Candy: Not a good eating piece.

Caramel and Cream: Fair.

Orange Cream: Good.

Pistachio Marshmallow: Good flavor poor.

Maple Nut Fudge: Fair.

Vanilla Cream: Good.

Peppermint Cream: Good.

Marshmallow Jelly: Very cheap piece; flavor poor.

Milk Chocolate Coating Centers:

Vanilla Caramel: Hard.

Peanut Nougat: Fair.

Tingling: Good.

Molasses Sponge Chip: Good.

Jordan Almonds: Fair.

Assortment: Entirely too small.

Remarks: We hate to say it, but this box of candy is one of the poorest examined by the Clinic at the price of \$1.50 per pound. Better candies can be purchased at 50c a pound.

The centers were of the cheapest kind, as were the coatings also. Packing was very poor; divider of the cheapest. The entire get up of the box, including the candy, was very much below par.

Code 5I 31

Assorted Chocolates—1 Lb., \$1.00
(Purchased in department store in Chicago, Ill.)

Appearance of Box on Opening: Good.

Box: Extension top and bottom, orchid color flowered top with gold center, two orchid silk cords; wrapped in transparent cellulose; quite attractive.

Chocolate Coating: Dark and milk.

Colors: Good.

Gloss: Fair.

Strings: Fair.

Taste: Fair.

Centers—Dark Chocolate:

Filbert Caramel: Good.

Peanut Blossom: Good.

Tingling: Good.

Vanilla Caramel: Good.

Centers—Milk Chocolate:

Glacé Pineapple: Good.

Molasses Cocoanut: Good.

Chocolate Cream: Good.

Nougat: Good.

Vanilla Cream: Good.



Assortment: Entirely too small.

Remarks: This box is not up to the dollar a pound standard. Centers are of cheap materials and coatings are not right for dollar goods. The assortment needs considerably more pieces of different kinds, also a better grade of center. This box makes a good appearance, but the contents are certainly not up to standard.

Code 5J 31

Assorted Chocolates—1 Lb., \$2.00
(Purchased in a retail drug store in Brooklyn, N. Y.)

Appearance of Package: Novel and very attractive.

Box: Glass with glass top; tied with yellow silk ribbon; wrapped in yellow transparent cellulose, making a very attractive package for candy. The candies of course were visible through the glass on top and through the sides.

Chocolate Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Plain; neatly done.

Taste: Good.

Centers:

Raspberry Cream: Entirely too much color used.

Molasses Plantation: Good.

Brazil, Half Dipped: Had an off taste.

Blanched Almond, Half Dipped: Good.

Ginger Jelly: Good.

Peanut Taffy: Good.

Foil Cup—Pistachio Nut Top: Solid chocolate; good.

Raspberry Jelly: Good.

Vanilla Cocoanut Paste: Good.

Candy Clinic

Pecan Top Almond Paste: Good.
 Orange Peel: Good.
 Half Dipped Pecans: Good.
 Butter Crunch: Good.
 Almond Nougat: Good.
 Brazils: Good.
 Molasses Chip: Good.
 Raisin Clusters: Good.
 Peppermint Cream: Good.
 Ginger: Good.
 Marshmallow: Good.
 Figs: Good.
 Half Dipped Pineapple: Good.
 Vanilla Caramel: Good.
 Butterscotch: Good.
 Assortment: Good.

Remarks: The complete visibility and reuse value of this container are commendable features, although it is a question whether it is practicable for shipping long distances. It is our opinion that this will make a very good retail seller but that a lot of trouble will be experienced with it if sold wholesale. The packing could stand being a little lighter as the pieces in the lower layer were badly scratched.

Code 5K 31

Assorted Chocolates—1 Lb., \$1.25
 (Purchased in a railroad depot in Boston, Mass.)

Appearance of Package: Neat and attractive.

Box: Extension top and bottom; embossed in gold and blue; band of one inch blue silk ribbon through center. Wrapped in transparent cellulose.

Appearance of Box on Opening: Fair.

Chocolate Coating:

Color: Dark; Good.
 Gloss: Fair, partly gone.
 Strings: Good.
 Taste: Good.

Centers:

Pistachio Nougat: Good.
 Molasses Plantation: Good.
 Mint Gum and Cream: Good.
 Butterscotch and Cream: Good.
 Peppermint Cream: Good.
 Chocolate Caramel: Good.
 Molasses Coconut Taffy: Good.
 Vanilla Caramel: Good.
 Almond Cream: Not a good flavor.
 Brazil: Good.
 Maple Walnut and Marshmallow: Good.
 Cherry Nougat: Good.
 Vanilla Marshmallow: Tough, not good eating.
 Butterscotch and Peanuts: Had an off taste.
 Fig Nougat: Good.
 Cashew Nuts: Not roasted enough.
 Ginger: Good.
 Caramallow: Marshmallow tough.
 Molasses Chip: Too hard; flavor good.
 Almonds: Good.
 Sponge: Good.

Apricot Walnut Jellies: Good.
 Assortment: Fair.

Remarks: This box did not make a good appearance on opening as the tray was too loosely packed. Suggest a gold top partition be used in the top layer. Also suggest that the large pieces be made smaller. The assortment is not up to standard. Suggest that the cheaper pieces such as molasses coconut, gums and

cream and the green almond flavored piece be left out. This box needs more chewy pieces, nuts, hard centers and other high class centers. A foil cup or two and a few fancy pieces for topping are needed to bring this assortment up to the \$1.25 per pound standard.

Code 5L 31

Assorted Chocolates—1 Lb., \$1.50
 (Purchased in a drug store in Boston, Mass.)

Appearance of Package: Good. Extension top box. Flowered printed paper; name in blue and red, tied with $\frac{3}{4}$ inch red ribbon. Linen Cellophane used. A neat and attractive package.

Appearance of Box on Opening: Good. All pieces wrapped in foil. Two layers; gold partitions used.

Chocolate Coating: Dark: Sweet.

Color: Good.
 Gloss: Good.
 Strings: Good
 Taste: Good

Centers:

Nut Butterscotch and Opera Cream: Good.

Almonds: Good.
 Jordan Almonds: Good.
 Chocolate Fudge: Good.
 Cream Pecan: Good.
 Maple Walnut Cream: Good.
 Almond Nougatines: Good.
 Coffee Cream: Good.
 Brazil Nut: Good.
 Coconut Cream: Good.
 Vanilla Caramel: Good.
 Vanilla Cream: Good.
 Plain Nougatines: Good.
 Raspberry Cream: Good.
 Lemon Cream: Good.
 Orange Cream: Good.

Green Hard Candy Stick: A very poor eating piece of chocolate.

Foil Cup Cherry Cordial: Good.
 Foil Cup Pineapple Cordial: Good.
 Foil Cup Peach Cordial: Very little flavor.

Assortment: Not up to standard.

Remarks: The idea of this box may be a good one, but tin foil is usually associated with the cheaper grades of candies. The raw materials and workmanship are very good. The pieces are exceptionally large. The tendency today is toward small pieces. The assortment is too small and there are entirely too many creams for a \$1.50 a pound assortment. Two chocolate almonds and two brazil nuts certainly are not enough for a box of candy at this price. I feel sure that the everyday candy buyer who is willing to spend \$1.50 for a pound of candy would be disappointed with this box. A pound of candy composed entirely of large pieces will not go very far if a few

guests are present. Suggest smaller pieces, a larger assortment, fewer creams, more nuts and the cordials made as a regular piece and not in cups as the chocolates were entirely too thick for a cordial. This box of chocolates needs some revamping.

Code 5M 31

Assorted Chocolates—1 Lb., \$1.00
 (Made by Wilson Candy Co., San Francisco, Calif.)

(Purchased in a manufacturer's retail shop in San Francisco, Calif.)

Appearance of Box: Fair. Not up to the one dollar a pound standard.

Box: Full telescope of one layer; modernistic design, colored in white, green, orange and black; name in black; tied with green ribbonzine.

Appearance of Box on Opening: Fair. 37 pieces.

Chocolate Coating: Milk and dark.

Colors: Good.
 Gloss: Good.
 Strings: Good.
 Taste: Good.

Centers: Dark Chocolate.

Molasses Chip: Fair. Too hard.

Belmont Vanilla Cream: Fair.

Coconut Cream: Fair.

Lemon Cream: Flavor had an off taste.

Raspberry Cream: Good.

Vanilla Chew: Fair.

Vanilla Marshmallow: Fair.

Vanilla Nut Caramel: Fair.

Centers: Milk Chocolate.

Vanilla Caramel: A cheap eating caramel.

Vanilla Cream: Good.

Vanilla Chew: Good.

Coffee Hard Candy Stick: Fair.

Peppermint Creams: Fair.

Assortment: Entirely too small.

Remarks: This box of chocolates is one of the poorest dollar-a-pound assortments we have examined. The following are needed in packing materials: a silk ribbon to replace the green ribbonzine; an outside wrapper of white transparent cellulose; a divider is needed, also a liner. The pieces are too large. Most all of the cream centers had leaked and had stuck to the cups. The assortment consisted mostly of creams; the chews certainly do not belong in a dollar box. The hard candy pieces were poorly made. The flavors used in most cases were not good. The hard candy milk coated pieces were not appetizing looking and certainly did not eat well. This entire box of chocolates needs revamping. Both the packing, finish of the box, and most important of all, the candy, can be improved to advantage.

Code 5N 31

Assorted Chocolates—1 Lb., \$1.50
 (Purchased in a department store in Boston, Mass.)

Appearance of Package: Good.

Box: Metal box with water scene in colors on top. Name in blue; tied with red silk cord with tassels; wrapped in white transparent cellulose. This is an attractive metal box, nicely finished.



Candy Clinic

Appearance of Box on Opening: Good.

Chocolate Coating:

Color: Good.

Gloss: Good.

Strings: Good; all the same kind.

Taste: Good.

Centers:

Almond Nougat: Good.

Date Paste: Good.

Chocolate Fudge: Good.

Maple Cream: Good.

Orange Cream: Good.

Foiled Cream Cherry: Good.

Pineapple Cordial: Good.

Vanilla Cream: Good.

Almonds: Good.

Strawberry Cordial: Good.

Filbert String: Good.

Vanilla Nut Fudge: Good.

Molasses Tingling: Good.

Molasses Sponge Chip: Good.

Assortment: Too small.

Remarks: Each and every piece in this box was well made and of good flavor. A few too many creams were used and some of the pieces were too large. The assortment seemed trifle small. Suggest the larger pieces be made a little smaller. Also suggest a few more high class centers be added to the assortment and the foiled pieces be left out, substituting a few top pieces in their place. The assortment needs a few changes to come up to the \$1.50 a pound standard.

Code 50 31

Assorted Chocolates—1 Lb., \$1.50

(Purchased in New York City.)

Appearance of Package: A trifle too gaudy.

Box: Extension top and bottom; colored in blue and gold; gold tinsel cord and tassels; wrapped in white transparent cellulose.

Appearance of Box on Opening: Fair. Box entirely too large; top layer was at least ½ in. from top of the box.

Chocolate Coatings: Milk and dark.

Colors: Good.

Gloss: Fair.

Strings: Good.

Taste: Good.

Dark Chocolate Centers:

Vanilla Nut Fudge: Good.

Raspberry Cream: Good.

Cordial Cherry: Good.

Almonds: Good.

Glacé Pineapple: Good.

Brazil: Good.

Almond Cluster: Good.

Jordon Almonds: Fair.

Filbert Cluster: Good.

Lemon Cream: Good.

Milk Chocolate Centers:

Cordial Pineapple: Good.

Date: Good.

Pecans: Good.

Walnut: Good.

Raisin Clusters: Good.

Ginger Jelly: Good.

Assortment: Too small.

Remarks: These candies were well made; flavors and coatings were good, but assortment too small for this priced goods. Some of the pieces were too large. The box and dividers were almost too gaudy for a high priced box. The box was entirely too large for a pound and as a result the layers looked partly

empty when the cover was removed. Suggest box be made lower, smaller pieces be used, larger assortment, and the colors of the box toned down. Boxes of this type—gaudy, flashy and larger—are usually found in stores handling punch boards and the like, and not in high class stores where \$1.50 a pound candies are sold.

Code 5P 31

Assorted Chocolates—1 Lb., 75c

(Purchased in manufacturer's retail candy store in San Francisco, Calif.)

Appearance of Package: Good.

Box: Full telescope, one layer. Cream colored. Printed in red and gold. A very attractive and colorful box.

Appearance of Box on Opening: Fair. Pieces had moved out of place; some badly scratched.

Chocolate Coatings: Dark and milk.

Colors: Good.

Gloss: Fair.

Strings: Fair.

Taste: Good.

Dark Chocolate Centers:

Chocolate Panned Filberts: Not roasted enough—did not have good taste.

Chocolate Panned Pignolias: Fair.

Chocolate Panned Pecans: Good.

Lemon Cream: Good.

Chocolate Paste: Had an off taste.

Almond Paste: Good.

Vanilla Cream: Good.

Cream Cherry: Lacked flavor.

Raspberry Cream: Good.

Peppermint Cream: Good.

Raspberry Jelly: Good.

Pineapple Fruit and Cream: Lacked flavor.

Milk Chocolate Centers:

Orange Peel and Fudge: Not a good tasting piece of candy.

Peppermint Cream: Good.

Butter Crunch: Good.

Filbert Paste: Fair.

Coffee Jelly: Partly grained.

Vanilla Taffy Chew: Good.

Panned Almonds: Almonds not roasted enough.

Cream and Cherry: Lacked flavor.

Prune Stuffed with Lemon Cream: Fair.

Milk Chocolate and Pecans: Good.

Assortment: Fair.

Remarks: The divider used in this box is not heavy enough—it was out of shape. Suggest a heavier board and a different shape divider be used. A liner is needed as is also an outside wrapper of transparent cellulose. The cherry and cream had entirely too much color and lacked flavor. The coffee cordial or jelly was not a good eating piece; the same can be said about the filberts, almonds, prune piece and orange peel piece. This assortment needs more hard and chewy pieces and different types of

centers. Entirely too much egg was used in the creams. Much revamping is required, both in the manufacturing of the centers and packing of this assortment.

Code 5Q 31

Assorted Chocolates—½ Lb., 75c

(Purchased in a retail nut store in New York City.)

Appearance of Package: Cheap looking.

Box: One layer, extension top and bottom; printed in blue, red, white and gold; name in gold; tied with gold cord. White transparent cellulose band, one way.

Appearance of Box on Opening: Fair. Piece of white transparent cellulose for top layer.

Chocolate Coating: Dark.

Color: Light.

Gloss: Very little; partly bloomed.

Strings: Fair, had some bad tops.

Taste: Good.

Centers:

Red Foiled—Red Cream: Had a synthetic flavor.

Nut Paste: Good.

Glacé Pineapple: Good.

Red Foiled—Cherry and Cream: Fair.

Almond Clusters: Good.

Solid Fancy Chocolate: Good.

Foiled Cup—Filbert Paste: Good.

Red Foiled—Orange Cream: Good.

Almond Shape Moulded Piece: Filled with nut paste. Fair.

Red Foiled: Half milk chocolate, half dark chocolate, Filbert Paste Center. Fair.

Red Foiled Coffee Bean: Center of coffee chocolate paste. Good.

Red Foiled: Looked like a chocolate paste of some sort, but too hard to bite into.

Assortment: Too small.

Remarks: This box and assortment of chocolates cannot compare with some of the American goods at the same price. These candies were apparently quite old. The coating was greasy and did not taste as good as the average foreign made chocolate. If this box is to stay on the American market some changes will have to be made both in the package and the chocolates. Different types of centers will have to be made, better fondant centers; paste centers will have to be made softer and will have to contain a larger assortment in order to gain popularity here. The present box is high priced at 75c a half pound.

Code 5R 31

Cactus Candy—1 Lb. (No Price)

(Purchased in Arizona.)

Appearance of Package: Fair; a little cheap looking.

Box: One layer; printed desert scene in white and gold.

Appearance of Box on Opening: Good.

Candy:

Texture: Good.

Crystal: Good.

Flavor: No flavor could be tasted.

Remarks: Some years ago the writer had considerable experience with cactus candy. If the manufacturer



Candy Clinic

is interested kindly let us know and we may be able to offer some worth while suggestions as to his product with regard to flavoring, etc. This candy is tasteless and cannot be regarded as a good confection.

Code 5S 31

Chocolate Cream Bar—1½ Ozs., 5c

(Purchased in Boston, Mass.)

Appearance of Package: Fair. Bar is a cranberry flavored cream bar coated with sweet chocolate.

Chocolate: Good.

Center:

Texture: Good.

Flavor: Not strong enough.

Remarks: Suggest a better printed foil wrapper be used.

Code 5T 31

Hard Candy Drop—3/5 Ozs., 5c

(Purchased in Boston, Mass.)

Appearance of Package: Good. Container is a yellow colored can printed in red. The candy is a Moxie flavored hard candy drop. It is a distinctly different flavor from any other candy on the market.

Remarks: A good eating confection for those who like this particular flavor.

Code 5U 31

Chocolate Yeast Bar—2 Cakes for 5c

(Purchased in a hotel in Boston, Mass.)

These cakes look like regular yeast cakes wrapped in foil with a printed band.

Taste: Fair.

Chocolate: Very dry and gritty.

Remarks: This is not a good eating confection. If made a trifle sweeter and of better chocolate it would be a much improved yeast confection.

Code 5V 31

Foiled Chocolate Discs—1c (No Weight)

(Purchased in a grocery store in Providence, R. I.)

Appearance of Piece: Fair.

Chocolate:

Texture: Fair.

Taste: Fair.

Remarks: This seems like a small piece to sell for 1c and is not of very good quality.

Code 5W 31

Chocolate Peppermint—1½ Ozs., 5c

(Purchased in railroad depot in Boston, Mass.)

Appearance of Package: Good. Yellow transparent cellulose wrapper used.

Chocolate: Bittersweet. Fair.

Center: Tough.

Flavor: Good.

Remarks: The center of this piece needs checking up. It did not eat well.

Code 5X 31

Horehound Drops—4 Ozs., 10c

(Purchased in a retail drug store in Springfield, Mass.)

These are sold in a white bag, printed in blue.

Flavor: Good.

Condition: Good.

Remarks: These drops are well made and of good flavor.

Code 5Y 31

Chocolate Cream Bar—1½ Ozs., 5c

(Purchased at cigar stand in Boston, Mass.)

Appearance of Package: Good. This bar is a wintergreen flavored cream fondant, coated with sweet chocolate.

Chocolate Coating: Good.

Center Flavor: Good.

Texture of Fondant: A little too hard.

Remarks: This is a good cream bar but looks small.

Code 5Z 31

Toffee Kisses—2¼ Ozs., 10c

(Purchased in a drug store in Springfield, Mass.)

Appearance of Package: Good. This toffee is put up in a white transparent cellulose bag.

Texture of Toffee: Good.

Flavor: Good.

Remarks: This is a good eating toffee. Suggest a better waxed paper be used as it stuck to the candy.

Code 5Aa 31

Chocolate Marshmallow Bar—1½ Ozs. (No Price)

(Purchased in Newark, N. J.)

Appearance of Bar: Good. This is a moulded and coated milk chocolate bar. Wrapped in foil and with a white band printed in red and gold.

Chocolate Coating: Fair.

Center: Marshmallow partly grained did not eat well.

Remarks: This marshmallow bar is not up to standard. There are some very fine 5c marshmallow coated bars on the market.

Code 5Bb 31

Hopjes—13 Grams (No Price)

(Purchased in New York City.)

Appearance of Package: Good for this type of goods. This piece is made up as a hard chocolate caramel, coffee flavored and packed in a folding carton.

Caramels:

Flavor: Good.

Texture: Good.

Remarks: This type of candy is becoming very popular in this country.

Code 5Cc 31

Assorted Chocolates—No Weight (No Price)

(Purchased in a confectionery store in New York City.)

Appearance of Package: Fair. This box is made up to look like a deck of playing cards. Contained assorted chocolates.

Chocolate Coating: Very poor.

Centers:

Lemon Cream: Fair.

Chocolate Cream: Hard and dry

Vanilla Caramel: Tough.

Cherry: Partly dry.

Marshmallow: Good.

Nut Paste: Hard; had an off taste.

Remarks: This candy was either very old or poorly made, as most of it was unfit to eat. Empty containers similar to this one were sold in the Woolworth stores some time ago.

Code 5Dd 31

Caramels—2 Ozs., 5c

(Purchased in New York City.)

Appearance of Package: Good. Eight pieces of chocolate and vanilla short caramels, wrapped in white transparent cellulose printed in white and red.

Texture: A trifle tough and dry.

Flavors: Fair.

Code 5Ee 31

Orange Gums—2½ Ozs., 5c

(Purchased in railroad terminal in New York City.)

Appearance of Package: Good. Six sugared orange slices, wrapped in white transparent cellulose printed in white and blue.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a good package of sugared orange slices.

Code 5Ff 31

Chocolate Bar—1 Oz. (No Price)

(Made by Trees Candy Co., Newark, N. J.)

(Purchased in Newark, N. J.)

Appearance of Package: Good. This piece is made up of a milk chocolate paste and pecans. Top covered with foil and wrapped in orange colored transparent cellulose.

Texture: Good.

Taste: Good.

Remarks: This is a good eating piece of candy but looks small. Suggest piece be made larger and not so thick, to give it a sizeable appearance.

Code 5Gg 31

Vacuumized Walnuts—3 Ozs. (No Price)

(Purchased in New York City.)

Appearance of Package: Good. This container is made up of a very heavy transparent cellulose material, with a top and bottom of tin. Printing in yellow, red and blue.

Walnuts:

Color: Dark.

(Continued on page 69.)



Eric Lehman tells

What Is Right and What Is Wrong with Today's High Grade Assortments

HIGH priced chocolates, and by that we mean the dollar and a half and two dollar a pound variety, are being put up today in some of the finest boxes ever used for this class of goods. Naturally, when we make this statement we are considering the group as a whole. Some years ago a number of the manufacturers and some of the high grade retailers went in for fancy jewel boxes made of cut glass, silver, gold, gun metal, etc., but these containers, in our estimation, were not as attractive as the containers used today. Perhaps our taste is changing.

Generally speaking, the candies packed in these boxes are of good quality but in some cases, sad to relate, it has simply been a matter of putting up regular dollar goods in more expensive packages and tacking on fifty cents or a dollar more to the price. Undoubtedly a box of this kind is usually purchased as a gift box and the purchaser's only consideration is how expensive the package looks. Inasmuch as he is buying looks, some manufacturers are shortsighted enough to cater to his wishes and give him little else; but while that may sell some candy it will not build repeat business.

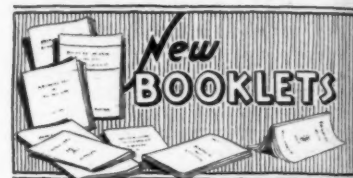
In some of the packages examined this month thirty and thirty-five count goods were used. A high priced box should contain at least forty or fifty count goods. We noted in other packages that they contained quite a number of cream and plain centers—no nuts, top pieces or anything that would give a quality appearance. Manufacturers can afford to give very fine goods and the finest of centers in packages retailing at \$1.50 to \$2.00 per pound. Nuts of all kinds are generally liked by most people and no doubt a person paying this price for a pound of candy expects to find a reasonable amount of nut pieces in the box; but as a rule they find very few. The

candy buyer today is looking for low priced candy and when he does pay over a dollar a pound he expects something very exceptional.

An assortment of this grade should be very carefully planned; dividers, cups and in fact all the packing material entering into it should be in harmony with the type of box used. The size of the pieces is a very important factor. Even more important are the kinds of centers and coatings to be used. Since creams are not particularly popular in high priced packages, very few are needed. Pieces running around fifty to the pound are most popular. The selection of centers should be well balanced and should include some very fine jelly pieces, honey, almond, nougat, hard pieces, such as crunch and nut brittles, a glacé fruit or two, some good chewey centers, several chocolate paste pieces, and also a caramel, a cordial, a few solid chocolate pieces, a few creams and a good assortment of nuts. Foiled pieces should not be included in the high priced assortment. Instead fancy top pieces, two or three foiled cups, a crystal piece half dipped, or a piece or two wrapped in transparent cellulose will make the top layer far more attractive and expensive looking. If a divider is to be used, use one that is gold or silver topped; plain white dividers are all right for the cheaper boxes. A fancy divider adds materially to the appearance of the box when opened. Instead of layer boards use trays and use the right size cups. In preparing a box of this sort the smallest detail is of importance. A pre-arranged color scheme followed throughout will lend a feeling of refinement and good taste which is essential to this grade of merchandise.

Candy, selling in this price class, is really a luxury and for that reason everything should be done to make it worth the money and if it is, plenty of repeat business will result;

but if the manufacturer who has been guilty of putting up dollar goods in fancy containers to sell for a dollar and a half for more per pound, persists in doing this he will certainly lose out in the end. The consumer may buy one box but he will never buy another!



PUERTO RICO—A 28-page booklet describing Porto Rico, its government, products, industries, transportation facilities, communications, education, etc. Issued by The Pan American Union, Washington, D. C. Copies 5 cents each.

CANDY AND FRUIT BY TELEGRAPH—A 16-page booklet issue by The Merchants Telegraph Exchange, Washington, D. C., giving current list of members throughout the country who are prepared to carry out telegraphic orders for candy and fruit. Single copies free on request.

THE STORY OF YELKIN—An 8-page booklet which describes, in a non-technical way, what Yelkin is and what it does. Issued by Ross & Rowe, Inc., 80 Broad Street, New York City. Copies free on request.

Art in Advertising

THANK you for having sent a copy of *The Manufacturing Confectioner* for April, 1931, at the request of Mr. G. Wildbloz, vice-president of the Wilbur-Suchard Chocolate Co., Philadelphia.

I am the designer of the car card written up by you on page 44 of that issue and it was naturally very gratifying to me to learn of your reaction. In my opinion many more beautiful things could be done if manufacturers were advanced enough to realize that art consultants with industrial training and an all-around art education can do for them what they as manufacturers cannot do.

E. M. K., New York, N. Y.

Testimonial Dinner to Mr. Hoops Indefinitely Postponed

THE testimonial dinner which was to have been accorded Mr. Herman W. Hoops of Hawley & Hoops has been again postponed, this time indefinitely. The condition of Mr. Hoops which necessitated the initial postponement until May 20th has persisted and it was deemed best to forego the event until some time later in the year when Mr. Hoops will be able to take part in it. It was to have been given in his honor in recognition of his splendid and unselfish service to the candy industry.



Among those present at A. R. C. convention at Boston who took in the trip to Providence—the clam bake n' everything—as guests of J. Fred Gibson Co.

Mrs. Ora Snyder Again Heads Manufacturing Retail Confectioners

The Annual Convention of the Associated Retail Confectioners of U. S. a Brilliant Success

More merchandisers of confectionery who make their products they sell attended this year's convention of the Associated Retail Confectioners in Boston, May 18-20, than have been present at any convention since the organization was founded some 15 years ago. For three days the 147 who registered and a scattering of others swapped experiences—selling experiences for the most part. In between business sessions they enjoyed themselves visiting New England's historical and literary shrines and sampling Yankee cordiality.

Special packages for special mer-



Mrs. Snyder, Chicago, Pres. A. R. C.

chandising events, advertising, demonstrations, shipping candies, soda fountain and luncheonette operation and reciprocal services and courtesies between confectioners in different cities were a few of the topics discussed at the two-day open forum. Next year the convention will probably devote three days to open-forum discussion, so important has this interchange of views become.

The keynote of the convention, if it had any, was simply that no good can proceed from talking and whining about business conditions that are not satisfactory. The situation will improve as confectioners adapt themselves to the new demands made by the consuming public. The thought, "Don't watch your competitors; watch your customers," asserted and re-asserted itself time and again in the opinions voiced on the floor of the convention.

Mrs. Ora H. Snyder, president of the A. R. C., in her annual address

stressed this viewpoint. "We have got to get in line with other industries, give the public the benefit of special sales on special articles, reduce the price of all merchandise to a lower level without depreciating quality, and furthermore, we must—at least temporarily—be satisfied with smaller per unit sales, making up our gross volume by attracting to our business a greater number of buyers," she said. "Bear in mind that you are not helping matters when you whine about conditions being bad. People are all too ready to take up the hue and cry of hard times."

"We are giving the public better values in pure, wholesome candy than ever before, and our retail service through modernly equipped stores by well-trained, courteous sales people has brought us to an enviable position in the world of business."

One of the highlights of the convention was a trip to Providence,

R. I., where J. Fred Gibson was host to the group at the widely-famed Ponham Club. Here a clam bake such as Rhode Islanders alone know how to prepare was served. Prizes were awarded at the convention to F. G. Jensen & Son, Inc., Springfield, Mass., for the best candy display; Hilliard's Newtonville, Mass., for the best window display, with the O. P. Baur Confectionery Company, Denver, and Marquetand's, Philadelphia, receiving second and third awards. In the candy display competition, W. C. Ham Company, Winthrop, Mass., and George C. Cobb, Worcester, Mass., were awarded second and third prizes, respectively.

Officers of the Associated Retail Confectioners for the year 1931-32 are: President, Mrs. Ora H. Snyder, Chicago; first vice-president, George C. Cobb, Worcester, Mass.; second vice-president, Theodore Marquetand, Germantown, Pa.; secretary, William D. Blatner, Chicago.

Biscuit Confectioners' Annual Convention at Chicago

The products of the Biscuit and Cracker manufacturers are essentially confections and therefore this group of less than a hundred firms are in reality "Manufacturing Confectioners"; they have much in common with candy manufacturers, especially problems of purchasing and production. A digest of the activities of these "biscuit confectioners" just naturally belongs in "The Manufacturing Confectioner."

WE need a proper perspective more than any other qualification to solve our present-day problems, said W. C. Scott, of the Maryland Biscuit Company, president of the Biscuit and Cracker Manufacturers' Association, in his opening address at the Association's 31st Annual Convention at the Hotel Sherman in Chicago, May 26 to 28.

This idea of handling current business problems from the right angle, or with the proper "English" on the ball, was the dominant note of the convention sessions, attended by about 80 biscuit and cracker manufacturers and representatives of 27 supply manufacturers exhibiting at the exposition. Subjects discussed were of practical importance to the industry, and a keen interest was shown in each session. Such noted speakers as Merle Thorpe, editor of "Nation's Business," were on the program. The morning sessions were open meetings, while the afternoons were devoted to executive sessions.

It was announced at the convention that the United Biscuit Company of America would withdraw its support of the Biscuit and Cracker Manufacturers Company, owing to development of its own organization for purchasing and for training men. Its support of the Association will continue, however.

The name of the Biscuit and Cracker Manufacturers Company was changed at the convention to the Independent Biscuit Manufacturers Co. The company will devote its interests to purchases, technical training and allied functions in the independent field.

New Officers

E. K. Quigg was elected president of the company, and Wade H. Adams vice president; Henry

Officers Elected for Independent Biscuit Manufacturers' Company

E. K. QUIGG
President

WADE ADAMS
Vice-President

HENRY SCHNEIDER
Treasurer

HARRY BUTLER
Secretary

DIRECTORS

W. C. Scott	A. H. Vories
W. H. Wiese	R. W. Holmes
E. K. Quigg	A. R. Petrie
E. B. Bushnell	Wade Adams
H. G. Schneider	C. W. Winfield
C. H. Wortz	C. F. Betz
Harry Johnston	Paul Schulze, Jr.
Walter Hampton	

Schneider, treasurer; and Harry D. Butler, secretary and purchasing agent. The executive committee will be selected later.

The Association stands without change; its officers to hold over until their successors are elected. E. K. Quigg has resigned as treasurer, however, and Robert T. Stokes has been elected secretary-treasurer.

Vision to See Ahead Needed

"TODAY, the need of broad vision and of progressive policies is imperative," said Mr. Scott. "We must look beyond the present, when apparently almost every man's hand is raised against his neighbor. Competition has gone beyond the bounds that good judgment would set in normal times. But the times

are, indeed, out of joint. Let us take courage, however, and prepare to set our house in order for the prosperity which will certainly follow. And let us bear in mind President Hoover's assertion, 'Every development of industry renders trade associations more essential to the sound development of our economic system.'"

The proper perspective on the methods of co-operation among competitors, through trade associations was discussed in an address by Ralph E. Heilman, Dean of the College of Business, Northwestern University.

"Business men are coming more and more to see that co-operation within the limits of their common interests will produce benefits for all," said Dean Heilman. "Trade associations are promoting the movement for the good of their respective industries. The co-operation among industries during the war broke down the old individualistic barriers among competitors."

Under the Sherman Anti-Trust Law there are certain things trade associations can't do, he continued in detail. Among them are establishing prices, regulating output and distributing territories.

A number of trade association methods of co-operation are permitted, however. They include: (1) Adopting a uniform accounting system for the industry; (2) Group or co-operative purchasing; (3) Co-operative research and investigation; (4) Co-operative training and education for the industry; (5) Adoption of trade codes of ethics; (6) Promoting increased use of commodities produced by the industry.

"This movement of co-operation among competitors will not mean the elimination of competition," continued Dean Heilman. "Competitive activity and co-operative ac-

THE MANUFACTURING CONFECTIONER

tivity are the two controlling factors in the industries of today. Cooperation through the trade associations will increase the welfare and prosperity of every member."

Merle Thorp on "Business Conditions"

Merle Thorpe, in the closing address of the first day, launched a broadside against the attitude of mind which he said is the cause of present-business conditions.

"The nation is a composite individual, and we have advertised this depression more than any product we have ever produced—until now we have undermined the nation's confidence. We have advertised this depression as a tragedy of plenty and over production. There never will be an over production until we get the necessities of life distributed. Then we'll take up the distribution of conveniences; then luxuries. We have been troubled with under consumption. This has been accelerated by crumpled up selling.

"Salesmen are not altogether to blame for the drop in sales, however. The men up the line have become overcautious with fear, waiting till general business picks up. But general business will not pick up until more intelligent American salesmanship is put on the job. This includes intelligent sales ideas and adjustment of sales organizations to present conditions. If the business executives at the top have courage, it will be reflected in the salesmen.

"Intelligent selling ought to carry with it intelligent facts about the present situation. Emphasis should be placed on how much business we have,—not how much we are off. As a matter of fact, business is only 12 per cent below normal, yet how many sales managers have set for themselves a 12 per cent increase?

"The hope lies in group action, for that will aid in changing public opinion," Mr. Thorpe said.

Analyzing Overhead Expense

Of importance to all manufacturers is the problem of the increasing burden of overhead expense. The various causes were discussed by A. B. Gunnarson, assistant manager, Department of Manufacture, U. S. Chamber of Commerce. The contributing factors include the following: (1) Increased use of ma-

chinery; (2) Obsolescence of machinery and plants; (3) Problems arising from large-scale enterprise; (4) Modern demands for service; (5) The increasing burden of taxes; (6) Overhead costs of idle plants; (7) Wasteful practices and maladjustments to new conditions; (8) Lack of planning operations and controlling expenditures.

"Foods and Housewives"

Candy manufacturers would have been especially glad to have heard the address on "Foods and Housewives," by Dr. Walter Eddy, director, "Good Housekeeping" Bureau of Foods, Sanitation and Health. That Dr. Eddy knows food from the sales appeal angle is attested by the fact that he is food consultant for some of the leading packing corporations, besides being Professor of Physiological Chemistry at Columbia University.

"The women buyers' food guide is based on three factors," said Dr. Eddy. "(1) She buys and serves food that builds health and keeps her family healthy; (2) The food should add to happiness, or pleasure and satisfaction; (3) It must be priced within the range of her family budget.

"In your advertising tell the housewife about how your product will fit into her health requirements at a price consistent with her finances. Health is important, but if your product also offers happiness, don't place all your emphasis upon health. Then, too, base your advertising message on logic and not emotional appeal. The fundamental purpose of the product should be given primary importance," continued Dr. Eddy.

"I recently inspected two large candy factories," he said, "and I want to say they appealed to me from both the health and satisfaction requirements. My suggestion to copy writers for candy advertisements is to dramatize the various uses of candy and tell how the proper flavors and fine qualities are produced. Find out what are the facts that convince the housewife of the value of your product, then dramatize it. She buys food on specification, despite price bargains and quantity deals. She wants you to tell her what to buy."

Technical Progress Featured

The convention was significant in the technical progress characterizing

it. The members referred to their Technical Bureau at Dunwoody Institute, Minneapolis, with particular pride this year as A. A. Schaal, director, presented his report, "Ten Years with the Technical Institute." The Bureau is operated by the biscuit and cracker industry, rendering a wide variety of services to its members; including analysis of materials, information, and education on production, merchandising, etc. Two conferences are held each spring.

Announcement of Mr. Schaal's resignation as director of the Institute was made at the meeting, surprising his many friends. Mr. Schaal will join Mr. A. J. Zimmerman of the Quality Biscuit Co., Milwaukee.

S. W. C. A. Convention to Be "Strictly Business"

THERE will be two or three special features of the Southern Wholesale Confectioners' Association Convention to be held on Wednesday and Thursday, July 15th and 16th at the Ansley Hotel, Atlanta, Georgia, which will distinguish it from previous conventions. In the first place there will not be a candy show, although it is requested that those attending bring their samples and display them in their hotel rooms. In the second place, the convention will be a two day affair devoted entirely to business. There will be no welcoming address or other excuses for taking up valuable time. Wednesday morning those in attendance will launch into a study of jobber costs and credit. Thursday afternoon there will be a salesman-manufacturer session, of which more will be published later. Those in charge have pledged themselves to adhere strictly to a study of the acute problems of the industry; all other matters will be laid aside at this coming session. Every problem discussed will be handled by an expert in that particular line.

For those who arrive a day earlier there will be a golf tournament held on Tuesday, July 14th. Much of the registration will take place on this day.

It is earnestly requested that everyone who possibly can, take part in this convention and make it one of the most constructive ever held.

Huhn Appoints Eastern Representative

THE A. Huhn Manufacturing Company of Minneapolis, Minn., have announced the appointment of Mr. C. H. Jones as sales representative for Chinook Dryers in the East. Mr. Jones, who has been a manufacturers' agent for several years and is well-known in the chemical field, will cover the New England states, New York, eastern Pennsylvania, and as far south as Washington, D. C. His offices are at 52 Vanderbilt avenue, New York City.

Highlights of 48th Annual N. C. A. Convention

(Continued from page 31)

be collected by this concerted action, it is believed. H. R. Chapman, New England Confectionery Co., was chairman of the Resolutions Committee.

The Convention Addresses

IN addition to the above accomplishments of the convention there were a number of addresses by authorities on the practical problems of the industry. Space permits only a brief reference to these worthy discourses which were frequently followed by discussions from the convention floor.

Secretary-Treasurer Walter C. Hughes reported the condition of the Association's membership encouraging, all things considered. The net loss of active members was but 27, while the present total is 340. There was no net loss in Associate members, the loss of 25 being offset by 25 new members obtained. The present total is 210. Gratifying results have been accomplished the past year in national and state legislative matters pertaining to the confectionery industry, Secretary Hughes said. He expressed thanks to the many who had given valuable assistance.

Hon. William E. Brock, U. S. Senator from Tennessee, head of the Brock Candy Co., Chattanooga, gave an appropriate address on "Faith" in the opening session Tuesday morning. "Faith in our industry and in the future is needed right now," he said. "Faith is a contagious thing. It makes go-getters. We should think about our influence over the other fellow... Thus we become 'go-givers.'"

Dr. Allen Diehl Albert, assistant

to President Dawes of the Century of Progress Exposition to be held in Chicago, 1933, extended the Association an invitation to represent the confectionery industry with an exhibit at the exposition showing the evolvments of the industry from its early days to the present, and with a possible glimpse of its methods and service to mankind in the future. Later in the convention the Association's Golden Jubilee and World's Fair Committee, headed by Paul F. Beich, Bloomington, Ill., reported that the committees plans for observing the fiftieth anniversary of the National Confectioners Association were in the making, and that suggestions from the members would be welcome.

Other constructive addresses presented at the various sessions were listed below. Some of them are reprinted elsewhere in this issue. Many will be included in forthcoming numbers of THE MANUFACTURING CONFECTIONER. They are as follows:

"Team Work in Research," by William Spraragen, Secretary, Division of Engineering and Industrial Research, National Research Council, New York.

"Water—Its Importance as a Raw Material," by Dr. Stroud Jordan, Applied Sugar Laboratories, Inc., New York.

Report of the Tariff Committee, by Walter H. Belcher, Chairman, Candy Brands, Inc., Boston, Mass.

"Uniform Accounting and Business Stabilization," by A. H. Wiedeman, Fam Systems, Chicago.

"Advertising, Selling and Distribution," by Charles C. Younggreen,

Dunham, Younggreen, Lesan, Chicago.

"Our Problems of Distribution and the Candy Jobber," by Allen Kander, Sales Director, Candy Brands, Inc., Brooklyn, N. Y.

"The Role of Dextrose in Candy Manufacturing," by John M. Krno, Corn Products Refining Co., New York, N. Y.

"Contributions of Gelatine Research to The Confectionery Industry," by Dr. Werner W. Duecker, Industrial Fellow, Mellon Institute of Industrial Research, Pittsburgh, Pa.

"Research Shows How Cellophane Protects Candy," by L. B. Steele, Assistant Director, Du Pont Cellophane Co., New York.

"The History and Manufacture of Cane Sugar," by Dr. Whitman Rice, National Sugar Refining Co., Yonkers, N. Y.

"The Role of Diet in Fatigue, Sleep and Digestion with Special Reference to Sucrose," by Dr. Donald A. Laird, Colgate University, Hamilton, N. Y.

"Insect Pests of Nut Meats and Candies," by Dr. E. A. Bach, Bureau of Entomology, U. S. Dept. of Agriculture, Washington, D. C.

"Air Conditioning in Candy Factories," by D. C. Lindsay, Physicist, Carrier Engineering Corp., Newark, N. J.

"Candy Refrigeration in the Retail Outlet in Display and Storage Equipment," by B. R. King, Frigidaire Corp., Dayton, Ohio.

"An Adventure in Good Will," by Major Norman Allan Imire, Culver Military Academy, Culver, Ind.

Four Confectioners' Conventions Last Month!

Four confectioners' conventions held forth last month! Nobody knows it better than the men representing the suppliers to these four groups of sweetmakers who put in a rather strenuous month making the rounds from Boston to Chicago via Toronto:

The Associated (Manufacturing)

Retail Confectioners of U. S. met in Boston May 18, 19, 20. The Biscuit and Cracker Manufacturers (who are really producers of "baked confections") met at Chicago, May 25-26. The Confectionery, Biscuit and Chocolate Industries of Canada met in Toronto May 28-29, at the same time candy machinery and supply people were unpacking cases and crates at the Stevens Hotel, Chicago, in order to get their exhibits installed before Decoration Day and the opening of the convention and

exposition of the National Confectioners' Association!

We venture that there is sufficient ground in common between these four groups of manufacturers of confections to coordinate more of their activities, not only because they all have purchasing, production and market extension problems in common but because such organized cooperation will enable the suppliers better to serve these sweet food industries. Why not have a Sweet Foods Exposition?



[Many a crime has been committed against the consumer through the re-use of "scrap" materials. Admitted. Yet there are some unsalable goods which can be transformed into profitable merchandise by the experienced candy maker, just as the frugal housewife and the skillful chef can create tempting dishes from the "leftovers" of the day before. The purpose of this department is not to encourage a cheapening of quality but to show the candy maker how profits can be legitimately reclaimed from some of this otherwise waste material.]

TO the Editor of THE MANUFACTURING CONFECTIONER:

I have read your articles on "Reclaiming Profits from Scrap" with much interest. I have been a candy maker practically all my life. One of my main efforts always has been to keep scrap down to a minimum.

Scrap is a hideous word and is despised as such by the average consumer. The word scrap alone should be changed to trimmings, in my estimation.

I have changed positions three times in the past twenty years and each time I had the opportunity to work up a tremendous amount of waste, scrap or trimmings, as you may wish to call it, left by my predecessors.

Scrap in quantity is no easy matter to work over, especially when it is all mixed up or boiled up in syrup form.

The first step to eliminate scrap is through cleanliness, starting out with steaming down the kettle while the batch is boiling to prevent graining. I generally steam down every batch by covering it up with a galvanized iron cover, then in addition to that I wash down the sides with a clean brush and clear water. This is absolutely essential to start eliminating scrap.

While making candy, keep each particular kind of waste or trimmings separate in a clean pan. Keep out foreign material. Don't put it away in cup boards, closets, pails or boxes, but keep it in the open where you can see it so as not to forget about it. It will become hard, dry, wormy or mouldy, even rancid, by

so doing, which means a total loss to the employer.

Most any kind of scrap can be used in a cheap caramel or fudge if kept clean. I generally use it in place of sugar. Cream scrap is nothing but plain sugar and can be used as such in other cheaper grade graining creams. Marshmallow scraps when clean and fresh can be put in cream after it has been poured on the cream beater in fair sized quantities. This will help to improve your fondant. Peanut and other nut scraps can be used to advantage in many batches such as peanut bars, caramel nut squares and bars, etc.

I have been employed as a candy maker for the Gunz-Durler Candy Co., Oshkosh, Wis., for the past fifteen years and I pride myself in telling you that you could not find more than ten pounds of scrap waste or trimmings at any one time in this plant which is, incidentally, of pretty good size.

I believe in keeping waste sorted out at all times; keep it in the open, so it cannot be forgotten or covered up; don't boil it down in syrup form before using as it becomes sour in a short time even if intended to be used for household goods. Don't throw it in the sewer when you spoil a batch, thus cheating your employer—it is a sure and quick way to break the boss and to lose your job. This spoiled batch can be used for many things. Again cleanliness is the main stay to prevent scrap.

Yours for better candy with little or no scrap.

ARTHUR P. KANNENBERG.

Acknowledgment

THE foregoing letter and suggestions by Mr. Arthur P. Kannenberg of the Gunz-Durler Candy Company of Oshkosh, Wis., entitles him to the \$5 award offered by THE MANUFACTURING CONFECTIONER for letters suitable for publication in this department.

While Mr. Kannenberg's suggestion that the name of this section be changed from Scrap to Trimmings has obvious merit, we feel that such a change would not quite accurately describe this section and would only limit its scope. Scrap, admittedly not the nicest sounding word, is nevertheless a part of the language peculiar to the candy industry. Therefore, confined as we are to this industry, we doubt if talking its language is likely to prove offensive. However, Mr. Kannenberg's point is certainly a good one, and we thank him for his letter.

(How have you disposed of your returned goods and other scrap materials? Five dollars will be paid for each practical idea on the utilization of plant waste acceptable for publication in THE MANUFACTURING CONFECTIONER. Complete working instructions should accompany your suggestions. Send all ideas to the New York Office of THE MANUFACTURING CONFECTIONER, 303 West 42nd Street.)

Pacific Coast Candy Industry Being Studied

MR. S. L. KEDZIERSKI who has been making a careful study of this industry is now on the Pacific Coast making a fact-finding survey of the candy industry in that section of the country. A study of costs and operations in leading candy plants will be made. Mr. Kedzierski is special agent of the Merchandising Research Division of the Department of Commerce.

Honey High in Food Value

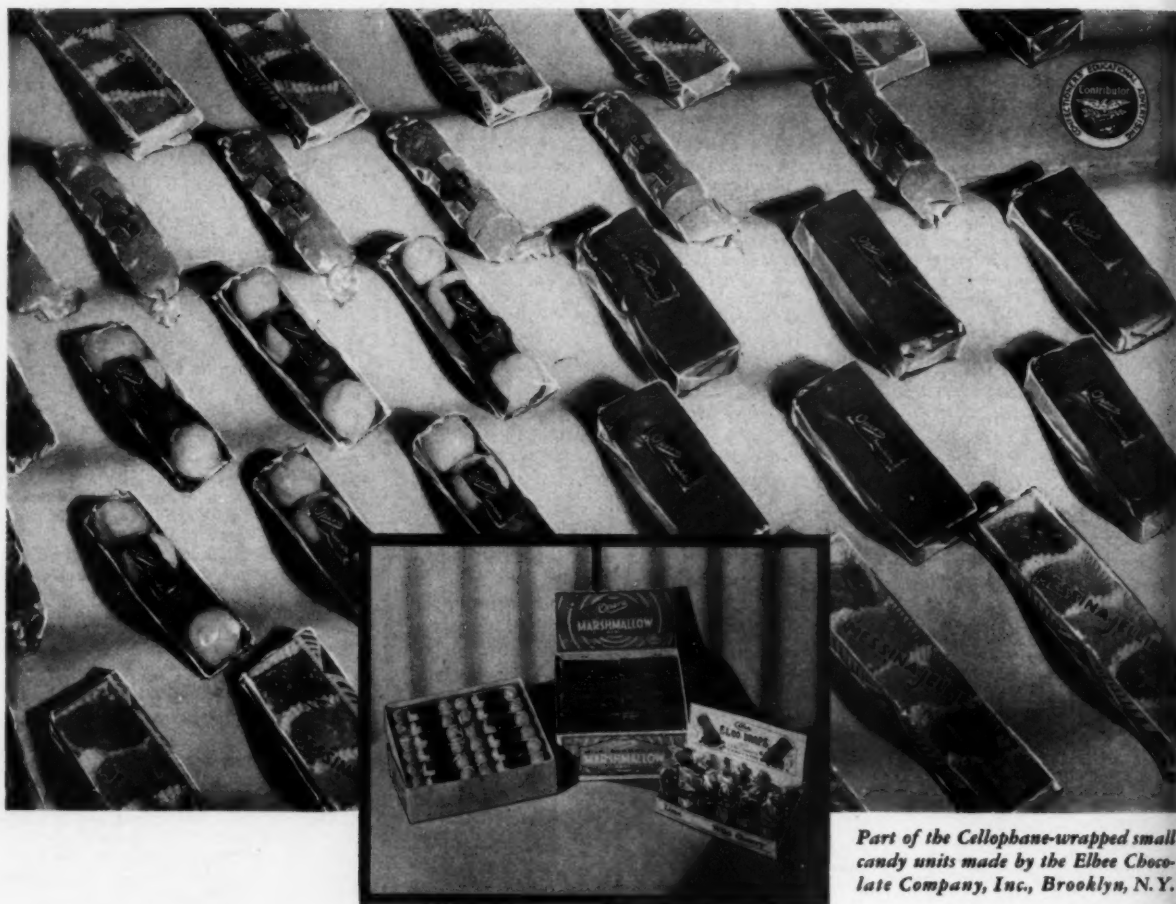
HONEY is one of the best of the high energy-producing foods, says the United States Department of Agriculture. Because it is composed almost entirely of simple sugars it can be assimilated with ease. Most sugars require action by the gastric and intestinal secretions to break them down into simple sugars similar to those occurring naturally in honey.

Because it is easily assimilated, honey is of importance where normal digestive activities have been impaired by disease or old age. Honey can be utilized by the body without placing much of a burden on an enfeebled digestive tract and is also recognized as a valuable food for babies and young children.

Honey is especially good in the diet of athletes. The rapid absorption of the simple sugars of honey replaces the sugars in the blood and muscles that have been burned by strenuous exercise.

EYES...

"make" your candy sales



Part of the Cellophane-wrapped small candy units made by the Elbee Chocolate Company, Inc., Brooklyn, N. Y.

THE eyes of men, women and children have the final say as to whether you make a sale—or not.

Consumers want to *see* the candy. They want to sample it with their eyes before buying it. They want to be sure that the candy is clean and wholesome . . . protected from dust and handling. And they know that Cellophane gives this assurance of sanitation.



When you put a new candy unit on the market, wrap it in Du Pont Cellophane—and it will get reserved seats on counters and tables. You will be sure that eager eyes will *see* your product . . . and that it will be protected. The candy will sell itself.

Write to Du Pont Cellophane Company, Inc., Empire State Building, N. Y. C., for further information about Cellophane.

Cellophane

Cellophane is the registered trademark of the Du Pont Cellophane Co., Inc., to designate its transparent cellulose sheeting

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